



May 2009

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# Renovated Franklin Square Playground to Open this Month

By Lori Higa

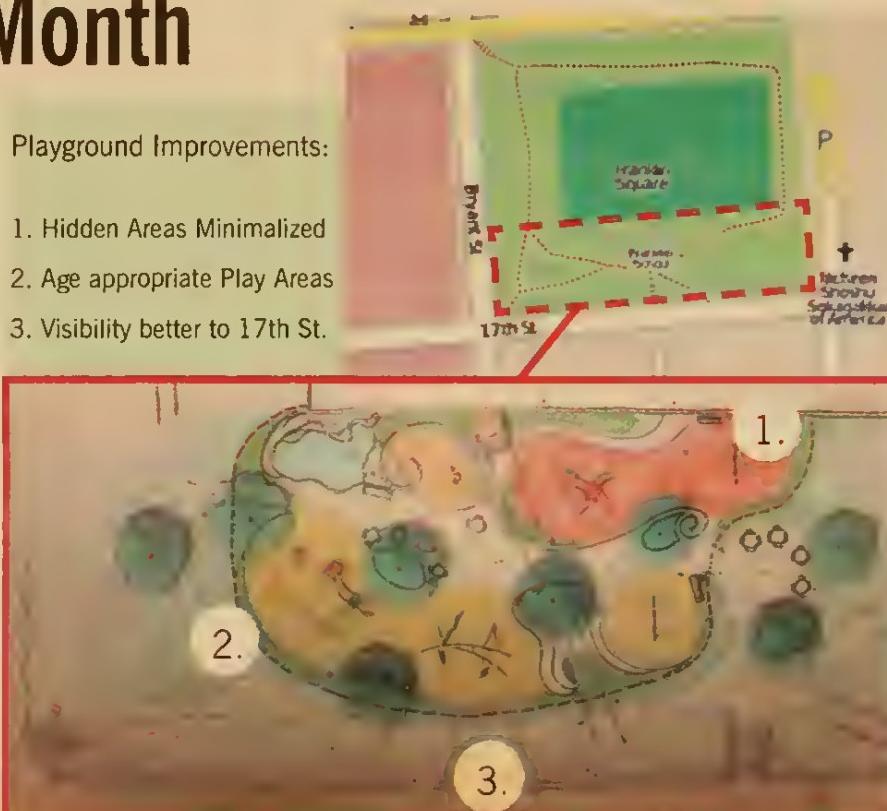
*Friends of Franklin Square Instrumental in Rehabilitating the Neighborhood's only Green Space*

When it comes to building a playground, Friends of Franklin Square (FoFS) doesn't mess around. The all-volunteer group is about to see its long-held dream of a beautiful new children's playground come true, with a planned ribbon-cutting ceremony on May 16 at 3:30 p.m. At a recent FoFS meeting held at Sports Basement, Antje Kann and her husband David Maltz spoke excitedly about the pending playground completion. The couple, who live on Hampshire and 19th streets, launched the renovation effort three years ago, after a kick-start from neighbor Ariel Braunstein. Kann and Maltz were motivated by the desire for their two young children, as well as their neighbors, to have access to a clean, safe and modern playground at Franklin Square, which is bounded by 16th and 17th, Bryant and Hampshire streets.

Next up on FoFS' agenda is developing a fenced off-leash dog play area, as well as a pedestrian

## Playground Improvements:

1. Hidden Areas Minimalized
2. Age appropriate Play Areas
3. Visibility better to 17th St.



crosswalk joining Franklin Square with the Potrero Center shopping mall across 16th Street. The plan has been drafted by landscape architectural firm Studio Green, which donated part of their normal fees includes a re-design of the park's southeastern corner, at 16th and Bryant streets, as well as a mid-block entrance on 16th Street. "This would provide better

visibility into the park, and better access with an expanded stairway into a family-friendly plaza area," said Maltz. FoFS also wants to refurbish and re-mount an historic mosaic mural -the Brotherhood of Man, by artist Anthony Stellon - which was

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# Local Businesses Lead the Fight Against Global Warming

By John Motsinger and Jamie Fine

Rene Feliciano clocks in at 6:30 on Monday morning. By nine o'clock, she has helped pack a small fleet of trucks to supply a handful of California's supermarkets and restaurants. One big rig heads up the Pacific Coast to Eureka; two more traverse the great Central Valley destined for Sacramento and Fresno; another heads south across the Santa Cruz Mountains. Their cargo: organic produce from one of San Francisco's greenest wholesale distributors.

As facilities manager and leader of the company's Green Team, it's part of Feliciano's job to make Bayview-based Veritable Vegetable as environmentally friendly as possible. That includes

making sure the thousands of long-and short-haul trips the truckers make annually are as productive as possible, and greening the company's operations.

"When it started, I was supposed to take care of getting us to zero waste," said Feliciano. "As we progressed, we ran out of things to divert and when we started to question everything, the program blossomed into all different areas of our business."

Veritable Vegetable started addressing environmental challenges long before green had serious cachet. And there's been no shortage of things to do. Since the sustainability dimension to her position was created three years ago, Feliciano has been busy finding ways to change the business' physical plant and office culture.

The wholesaler's efforts began

with a lighting retrofit to its main warehouse, switching out fluorescent tube lighting for energy-efficient high-bay lights and ballasts. Much of the warehouse space needs only intermittent lighting so adding motion sensors allowed the company to keep lights off for most of the day when rooms are unoccupied. A combination of skylights and lumen sensors allowed Veritable Vegetable to dim the interior lights around the loading dock and central floor on sunny days. The net result: electricity use plummeted even as the business grew.

Veritable Vegetable grew by an average of seven percent annually from 2001 to 2008, and added 50 percent more warehouse space in 2007. But some benefits are hard to quantify

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# Potrero Hill Residents Feel the Pinch of Unemployment

By Herman Wong

Last month Natasha Miley sat alone at Thinkers Café with her white Mac Book. For the past several weeks café visits have become rare; lattés no longer fit into Miley's budget. But her roommate, a teacher, was home on spring break, so Miley walked the short distance from her house on 20th and Mississippi streets to her local hang-out. She sat at a table against a large window, white headphones dangling from her ears. Like so many Americans, Miley was looking for work.

More than two million Americans have lost their jobs since the beginning of this year. Last month, the state unemployment rate reached 11.2 percent, the highest since Germany invaded France, with 2.1 million Californians out of work, according to the state Employment Development Department (EDD). With an 8.5 percent jobless rate, the Bay Area labor market is better off than the state average. Still, more than 200,000 Bay Area residents are dependent on unemployment benefits.

On a weekday at noon Miley was the sole customer at Thinkers. The 31 year old had quit her job as a manager of a small Mountain View biotech company last fall, just before the job market began to collapse. Miley, who has a graduate degree from Stanford University, began actively job searching at the beginning of the year. She combs through employment-related web sites - like Craigslist and Biospace - and visits the online sites of companies where she knows people. So far she's sent out upwards of 25 resumes.

Miley's week is filled with networking lunches. "Everyone in my field has basically told me that there's no way I'm going to find a job in my field through listings," she said. She's encouraged that most of her roughly

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## INSIDE

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# Publisher's View Dead Plant Walking

By Steven J. Moss

Almost a decade ago the Potrero Power Plant Citizen's Task Force – which now consists of Joe Boss, Philip De Andrade, Dick Millet, Karen Pierce, and me – was created by the San Francisco Board of Supervisors to examine Mirant Corporation's proposal to construct a 540 megawatt (MW) generating station to replace the Potrero Power Plant, San Francisco's largest single pollution source. Had the state approved the proposal, the bulked-up facility would have operated for at least a third of a century. Mirant pitched the plant, in part, as a way to replace the Hunters Point Power Plant, which was ultimately shuttered three years ago in exchange for the development of Pacific Gas and Electric Company's multi-million dollar Jefferson-Martin transmission line.

The community's effort to head-off the proposed plant expansion led to the realization that the existing facility should be closed. The 362 MW Potrero Power Plant has been spewing particulate matter, volatile organic compounds, NOx, and sulfur dioxides into Southeast San Francisco for 44 years, contributing to the highest number of asthma hospitalizations in the City, according to the San Francisco Department of Public Health. The plant consists of unit three – which runs on natural gas and can produce 206 MW – and three diesel peakers, - four, five, and six – each of which can generate 52 MW. The diesels are responsible for 60 percent of the plant's emissions, but run only three percent of the time. What's more, the plant's once-through cooling system sucks in bay water and dumps it back out at high temperatures, killing millions of larval fish, and stirring up cancer-causing PCBs and mercury lodged in the sediment.

The quest to close the Potrero Power Plant became a slower and less fun version of Mr. Toad's Wild Ride. The San Francisco Public Utility Commission (SFPUC) spent much of the last decade and millions of dollars trying to place 150 MW of publicly-owned generation in Dogpatch, only to have the Mayor scrap that plan in favor of retrofitting the existing diesel units, an idea that was quickly rejected by the Board of Supervisors. In the meantime, Babcock and Brown convinced the state, in the form of the California Independent System Operator (Cal-ISO), that the best way to secure San Francisco's energy future is with the 400 MW half-billion dollar Trans Bay Cable from the City of Pittsburgh. More tussling occurred,

until last year Cal-ISO acknowledged that with the TBC unit three would no longer be needed. Victory, or at least solid progress, seemed to be at hand.

Unfortunately, Cal-ISO is as eager to kill an existing power plant as General Motors has been to stop selling Hummers. Although the quasi-governmental agency has agreed to close the facility's largest unit, it's in no hurry to do so. While TBC will be operational by the first quarter of 2010, Cal-ISO is posturing that it will continue to spend millions of dollars of ratepayer money to indefinitely subsidize unit three's operations. And it flat-out refuses to shutter four, five, and six.

Yet according to Cal-ISO's own data, with TBC, the City faces less than a 25 MW electricity supply gap. And that gap only emerges under catastrophic conditions in which the largest supply lines, including TBC, are knocked-out. The chance of that happening is not much more than finding a dinosaur bone in your back yard, and considerably less than the two percent likelihood that San Francisco will experience a big earthquake in a given year.

There's also multiple real ways of closing the imaginary gap. Upwards of 30 MW of emergency back-up engines – all of them cleaner-running than four, five, and six – are littered around Dogpatch, Mission Bay, and Potrero Hill, just waiting to play their part if San Francisco General Hospital, the University of California, San Francisco, or a local internet server farm needs sudden power. A 2004 study by San Francisco Community Power demonstrated that Bay Area residents, particularly Potrero Hill families, would willingly reduce their electricity use if it would help close power plants. And, particularly with the federal economic stimulus monies, there's likely to be a rapid increase in local adoption of energy management measures and small-scale renewables.

The Potrero Power Plant squats on 27 acres of bay shore property that should be developed as a lively new node of open space, recreational, and economic activities. It's time for it to close. Please act on the advertisement that appears later in this issue, and let Cal-ISO know that it should let the plant die. The resulting infinitesimal risk of outages would be far, far lower than the very real danger our community and our planet face from the facilities' ongoing pollution of our air and water.

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# View's Recommendations on State Propositions

The federal government is spending trillions of dollars to recapitalize financial institutions, and somewhat less than that trying to pump the economic prime with investments in energy, education, job training, water, and transportation infrastructure. Simultaneously, our city and state governments, grappling with multi-billion dollar deficits, are slashing expenditures on education and other core services, and raising taxes. More money here, less money there, and higher taxes everywhere. This headache-inducing fiscal swirl is enough to force any voter indoors to watch old *Star Trek* re-runs. Don't do it. Now more than ever we need to stay alert and engaged in government. To that end, the *View* offers its recommendations on the May ballot. In making these suggestions we're guided by a few principles: in hard times trade-offs between good programs must be made; debt is bad for our children; and nothing we do in this election can't be undone when the economy resurfaces.

## Proposition 1A: Yes.

This initiative would extend the one cent sales tax increase, an almost doubling of the vehicle license fee, the .25 percent hike in personal income tax rates, and the \$210 reduction in the dependent tax credit that the state legislature passed in February by a couple of years, generating an estimated \$16 billion in additional revenues from fiscal year (FY) 2010 to FY 2013. In addition, the proposition would cap future spending by directing unexpected – wouldn't that be a lovely surprise – state revenues to fund primary and secondary education, increase the savings level – and make it harder to raid these monies – in the state's rainy day fund, and pay-off state debt. The Governor would be given new authority to unilaterally reduce expenditures – for such things as equipment purchases and cost-of-living adjustments – without legislative approval. By raising taxes and capping government expenditures this deal with the devil strikes a necessary political balance.

## Proposition 1B: Yes.

Under Proposition 98, which was passed and modified in the late-1980s, the state is required to provide a minimum funding level to primary, secondary, and community college schools under a complex formula that no one understands. This initiative would delay additional education expenditures that might have otherwise been triggered by Proposition 98 until FY 2011, after which the state would be required to provide \$9.3 billion in supplemental monies over several years. Our children deserve every penny we can provide for education. Unfortunately, pennies are scarce these days, and without an agreement on what Proposition 98 requires there's little hope that schools will receive additional funds this year or next. This compromise is the best that can be hoped for during challenging times.

## Proposition 1C: No.

In 2004, California voters approved Proposition 63, also known as the Mental Health Services Act, which imposed a tax of one percent on

personal income in excess of \$1 million to fund mental health programs, generating \$900 million to \$1.5 billion in annual revenues. Proposition 63 also barred the state from reducing General Fund support for mental health services below levels provided in FY 2003. Proposition 1E would allow \$226.7 million in Proposition 63 funds to be redirected in FY 2009 – and between \$226.7 million and \$234 million in FY 2010 – to support the Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) program. EPSDT is a federally mandated program that requires states to provide a range of screening, diagnosis, and medically necessary treatment services – including mental health services – to Medi-

Cal beneficiaries under age 21. Total EPSDT expenditures on mental health services exceed \$1 billion annually, with the federal government picking up about half the tab. No one wants to have to choose between providing a quality education to children, mental health services to adults, and other fundamental services, but in a sour economy hard choices must be made.

## Proposition 1F: Yes.

This proposition amends the Constitution to prevent increases in elected state officials' salaries when the state is expected to end the year with a deficit, as determined by the Director of Finance. Does anybody oppose it?

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# Short Cuts

## How Our Gardens Grow

**Urban Sprouts** has partnered with **International Studies Academy** (ISA) to plant a garden on the campus' 19th and DeHaro streets corner. ISA students will tend to the plot during and after school, and their families will be able to grow their own food and receive a \$250 stipend for doing so. Potrero Hill residents are welcome to volunteer... Sixty-six families included **Daniel Webster Elementary School's** Spanish Immersion program on their list of preferred seven schools on their 2009 kindergarten application, and 16 of them placed it in the top slot. That's 66 more requests than last year. **Potrero Residents Education Fund** founding members **Jennifer Betti**, **Katherine Doumani**, **Dena Fischer** and **Laura Mitic** have all proudly registered their kids at Webster... By the by, if you're a second grader the way to make something permanent - like the rules of a schoolyard game - is to shout out "that's the only specialty!" or "Dr. Pepper!" The origins of these contractual magic words are as mysterious as "puppy guarding," which refers to the person designated as "it" staying close to home base in a game of tag, a practice that's frowned upon... And speaking of gardens, Friends of the Urban Forest will plant a street tree in Dogpatch of Potrero Hill for

the low, low price \$120. You need to sign-up by mid-May, and attend a meeting on May 13, to participate. Contact **Bonnie Bergeron** for details: 285.2003.

## Toxic Wall

**Pacific Gas and Electric Company** (PG&E) will build a barrier to keep toxins from leaching into the bay in the area around the **Potrero Power Plant**. The utility has known for at least a decade that coal tar-related contaminants, which are harmful to humans and marine life, are present at the site, but has been slow to do anything about it. Coal tar is a byproduct of manufactured gas, which lit the City's homes and street lights two centuries ago. PG&E sold the plant - which spews particulate matter and discharges millions of gallons of heated water into the bay every day, killing hundreds of millions of fish larvae (see this month's "Publisher's View") - to **Mirant Corporation** in the late-1990s, but is legally responsible for the cleanup... Biodiesel may be beloved by some environmentalists, but a biodiesel plant, to be located on Pier 92, is not so popular with others. Last month Bayview-hunters Point Community Advocates, represented by Golden Gate University's environmental law clinic, sued to halt Darling International, Inc.'s proposed facility

until an environmental impact analysis is conducted. Community advocate Karen Pierce indicated that her group generally supported the plant, but needed to know more about its implications to the local eco-system... The **Potrero Boosters Neighborhood Association** isn't happy with a proposal to increase the building envelope and potentially add a large driveway easement across Starr King Openspace. The Association is challenging a Planning Department decision to bypass environmental review of the 1321 De Haro Street project, which is located just west of Starr King Elementary School. The Boosters believe that the project could impose significant adverse environmental impacts on the open space, which was created almost a quarter of a century ago (see Starr King article in this issue).

## Willie Boulevard

**Mayor Gavin Newsom**, who was originally appointed to the **San Francisco Board of Supervisors** by **Willie Brown**, wants to gift the former mayor with a street for his 75th birthday. The current mayor proposes to rename Third Street, which stretches five miles through Bayview-Hunters Point, Dogpatch, and Mission Bay, "Willie L. Brown Jr. Blvd." Hundreds of San Franciscans, many of them peeved by Brown's pro-development efforts, are rallying against the plan, which needs to be endorsed by the Board... Speaking of Third Street, the house that Willie helped build, AT&T Park, is hosting the **San Francisco Giant's** 10th season at the park. While the ball park is allegedly one of the greenest in the county, by drawing hundreds of thousands of fans every year, many of whom park their car in the neighborhood, it's also no doubt one of the largest indirect sources of polluting air emissions in South-of-Market and Mission Bay. Take Muni the next time you go to a game.

## Low

Home improvement chain Lowe's may be looking to occupy the Bayshore Boulevard location that competitor Home Depot recently abandoned. The North Carolina-based retailer recently signed a lease on the old Goodman Lumber parcel that gives them almost until the end of the year to decide whether they're going to proceed with a 100,000+ square foot store. If they do, they'll be on the hook for providing the same community amenities that Home Depot had promised, including a

\$750,000 contribution to workforce training, a \$100,000 gift to San Francisco's day labor program, and hiring half of the store's employees from the neighborhood. Lowe's interest in the site is a bit perplexing, given that the chain just opened an outlet in South San Francisco, less than 10 miles away from the proposed new location, and the home improvement market isn't too lively these days... Speaking of hardware stores, Cole Hardware has launched a trial program to collect soft plastic, which it will make permanent if it's successful. Soft plastic consists of those bags your newspaper, bread, and hanging clothes from the cleaner are wrapped in. If you're not using yours to pick-up dog poop, when you have a bagful bring it to one of Cole's four locations. They'll also take bubble wrap, as well as cell phones, batteries, paint, lightbulbs, scrap metal, and printer cartridges. Check their website for details: [www.colehardware.com](http://www.colehardware.com). And apropos of environmental goodness, if you were intrigued by the water recirculation device Potrero Hill resident **Brian Liles** recently installed (see "Potrero Hill Copes with Drought" in last month's View) you can find the Metlund Hot Water D'MAND System at [www.gothotwater.com](http://www.gothotwater.com).

## Sunday Streets

Sunday Streets is back. Starting last month, the City will close miles of roadways on six Sunday mornings to provide recreational opportunities, inspire physical activity and create car-free open space. Yoga, roller skating, bike repair, cycling education classes, and dance lessons will be on offer. The May 10 event will focus on Southeast San Francisco - from AT&T Park to the Bayview Opera House, along the Bay - highlighting the San Francisco Bay Trail, which will celebrate its 20th Anniversary.

## Stimulating

Federal stimulus monies are flowing into San Francisco, initially to support repair work at public housing complexes, including the **Terrace** and **Annex** complex on the top of Potrero Hill. All told more than \$2.5 million will be dedicated to making improvements at the complex.

## Questions

Where do bus drivers relieve themselves? Why aren't there king bees?

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# Dogpatch Parking Permits a Done Deal

By Sarah Marloff

At a City Hall meeting held last month a proposal to adopt four hour permit parking between 8 a.m. and 4 p.m. Monday through Friday in Dogpatch was approved. Dogpatch residents will be able to purchase one permit per occupant, with a limit of four permits per household. Area businesses will be eligible for a single permit, and can request an additional three for delivery or work vehicles. Permits will cost \$74 a year.

The plan includes the east side of Tennessee Street from 22nd Street north to Dogpatch Studios, as well as the west side of Tennessee Street from 22nd Street north to Watermark Press. Other streets in the new permit zone include 22nd Street between Tennessee and Minnesota; Minnesota between 22nd and 19th; 19th between Minnesota and Tennessee; and Tennessee between 22nd and Tubbs. The dead end stub of Minnesota Street past 22nd wasn't included in the plan, though it's likely to be considered for permits in the near future.

According to Dogpatch resident Charmaine Yu, the four hour permit – which represents a deviation from the rest of Potrero Hill's

parking limits, as well as from the neighborhood's original proposal – represented a compromise between residents, the Dogpatch Business Association and Muni bus drivers. Although the outcome satisfied most of the meeting participants, some residents and businesses were "very disappointed that a small group of opposing businesses – Shooting Stars, Watermark Press, Color Graphic Press, and Dogpatch Studios – were able to completely alter the plan that we had negotiated with the City" stated Yu.

According to Jen Oliver of Shooting Stars, "This will allow many Dogpatch businesses' employees to be required to move their cars once in a day instead of twice. While we would have preferred parking to remain unrestricted, we feel the residents understood our perspective and showed flexibility in accepting a reduction in the hours of enforcement. This concession diminished the negative impact on many of the Dogpatch businesses."

*Permit signs will be posted this month. Permit applications can be downloaded from the Dogpatch Neighborhood Association's website: <http://dogpat.ning.com>.*

# Dozens Bring Big Wheels To Vermont, The City's Curviest Street

By John Hermansen



Photo by John Hermansen.

Overcoming threats of cancellation from the San Francisco Police Department, hundreds of onlookers gathered at McKinley Square on Easter Sunday to watch dozens of adults ride plastic vehicles intended for small children down Vermont Street in what is quickly becoming a San Francisco institution. By most accounts, the ninth annual Bring Your Own Big Wheel (BYOBW) race was a success, with no reports of disorderly behavior – as feared by police – and no garbage left behind after the event was over. Spectators enjoyed a beautiful Sunday afternoon in a uniquely entertaining fashion. And those brave enough to risk injury rode tricycles, skateboards, garbage cans, and virtually any object with plastic wheels down one of the City's

steepest and curviest streets.

Jon Brumit, a BYOBW organizer, launched the race by acknowledging both the police and nearby neighbors. "What you are about to do is stupid and dangerous," he said, to roars of applause. "A lot of people worked to pull this off...There is one person who needs thanks but who is not here: Captain Loftus with the Bayview precinct. And part of this is because of the people who live on Vermont Street." Prior to the event many neighbors expressed support for the race which had been held on Lombard Street for many years before residents of the neighborhood booted it out. Many of the big wheels used in the race were donated to the San Francisco Fire Department to be given to children.



## ENDORSEMENTS

### May 19th Statewide Special Election

#### California Budget Propositions

**Proposition 1A – NO.** State Budget. Changes California Budget Process. Limits State Spending. Increases "Rainy Day" Budget Stabilization Fund. *Legislative Constitutional Amendment*

**Proposition 1B – No position.** Education Funding. Payment Plan. *Legislative Constitutional Amendment*

**Proposition 1C – NO** Lottery Modernization Act. *Legislative Constitutional Amendment and Statute*

**Proposition 1D – NO** Children's Services Funding. *Legislative Initiative Amendment*

**Proposition 1E – NO** Mental Health Services Funding. Temporary Reallocation. Helps Balance State Budget. *Legislative Initiative Amendment*

**Proposition 1F – No position.** Elected Officials' Salaries. Prevents Pay Increases During Budget Deficit Years. *Legislative Constitutional Amendment*

For information about our recent meeting on the May 19<sup>th</sup> election, and to sign up to receive regular updates on club activities, please visit our web site: [www.PHDemClub.org](http://www.PHDemClub.org)

Potrero Hill Democratic Club meets the first Tuesday of every month, at 7:00PM at the Neighborhood House. All are welcome.

# Seawall Lot 337 Proposal to Incorporate Mixed-Use Development, But Sacrifices Arts Theme

By Kerry Fleisher

Representatives from the San Francisco Giants, Wilson Meany Sullivan, and Kenwood Investments convened at the San Francisco Chamber of Commerce last month to outline revisions to their development proposal for Seawall Lot 337 and Pier 48, currently the site of a parking lot just south of AT&T stadium. The speakers reviewed their plans to construct a mixed-use district that will feature family-friendly open space along the waterfront. However, due to economic pressures, the team has eliminated the original Performing Arts Pavilion and multi-use arena from the plan, and reduced the amount of retail space in favor of offices.

Wilson Meany Sullivan Partner Jon M. Knorpp and Kenwood Investments Vice President Jay Wallace envision a mixed-use lot with several large office towers and condominiums, pedestrian-friendly walkways that wind through retail corridors, and non-invasive parking on the quadrant's southwest corner.

The Performing Arts Pavilion was originally intended to host 1,000 to 10,000 people. According to the developers, neither the pavilion

nor the arena are "economically contributory" enough to meet the City's financial feasibility standards. The revised plans reduce the amount of retail space from 400,000 to 250,000 square feet, and increase the amount of office space from 790,000 square feet to 1,200,000 square feet. No changes have been made to the amount of allotted residential space; 875 residential units are still slated for construction.

Originally one of four teams to submit a proposal, these developers, along with The Cordish Company, Farallon Capital Management L.L.C. and Stockbridge Capital, were selected by the Port of San Francisco to advance to the next stage of project planning, though a contractual agreement has yet to be finalized. The team says that the entitlement process alone will take several years, and predict that the entire project will need 20 years to be fully completed, partially because of the need for toxic cleanup.

Knorpp and Wallace discussed their vision for a "creative waterfront edge" at McCovey Cove, alongside a pedestrian walkway that would begin at the southwest parking garage and head toward AT&T stadium. The

parking lot's location will enhance the retail corridor because people parking for Giants games will pass by the retail strip twice, according to the developers.

The developer team aims to create an ambiance reminiscent of 'Las Ramblas' in Barcelona, in which the walkways are "surrounded by large buildings to create a haven." They also envision a layout similar to Madison Square Park in Manhattan, with differing tower heights. Due to height limits in Mission Bay, the highest tower will rise to roughly 350 feet.

As ballpark parking remains a prime concern of City planners and the Giants, the developer team has dedicated 2,000 of the 2,650 parking spaces for temporary ballpark use. Knorpp and Wallace say that the structured parking will be "on a much smaller footprint on the lot" than it is currently. They've partnered with the San Francisco Bike Coalition to permit plentiful bike parking on the site, and current plans include an historic streetcar that would run through the quadrant to downtown.

In keeping with the creative waterfront edge theme, the proposal includes a kayak launch for people looking to catch that lucky homerun

shot, along with other water sport activities. The developers want to make Pier 48 available for regional conventions, as well as for weddings, banquets, and small conferences, though strict zoning regulations for Pier 48 will need to be met.

The developers must also meet the Port's sustainability standards, and, as a result, will include LEED-certified buildings in the project. The project will begin with the construction of towers, followed by the creation of adjacent open space. The developer team hasn't yet contracted with any retail businesses. According to Wallace and Knorpp, it's too early to begin identifying tenants. Because there's high demand for office space due to the site's proximity to the University of California, San Francisco, Mission Bay campus, the developers remain flexible in terms of the mix of residential and commercial units to be built.

The San Francisco Giants, The Cordish Company, and Farallon Capital Management have financially backed such sports stadiums as San Francisco's AT&T Park and Ballpark Village in St. Louis. Farallon, a San Francisco investment firm, owns other Mission Bay parcels.

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# Open Space Planning Continues Despite Economic Slowdown

By Lisa Tehrani

Multiple efforts to develop and preserve open space in Southeast San Francisco are underway. Earlier this year, at a Potrero Boosters Neighborhood Association meeting, the Neighborhood Parks Council (NPC) hosted a workshop to gather input on how residents view their local parks, and to identify what should be done to improve them. The effort stems from the Mayor's Open Space Task Force, which was initiated in late 2007.

Open Space 2100 will "help provide a long-term, sustainable roadmap for using, acquiring, developing, funding, and managing open space in San Francisco." The two year effort will result in an open space framework, including a long-range vision plan that will establish open space goals for the next 100 years, and a ten year action plan. It will also include an updated Recreation and Open Space Element (ROSE), to be included in the City's General Plan. That document will guide open space planning for the next quarter-century.

Several City departments are involved in the open space planning effort, including the Planning Department, the Mayor's Office of Greening, and the Recreation and Park Department. NPC, a nonprofit park advocacy group, has held 20 planning workshops throughout San Francisco. The draft ROSE document is scheduled to be issued this month, with NPC likely to solicit additional citizen input before it's finalized. According to Meredith Thomas, the Council's Deputy Director, "The work Planning is doing will not mean anything unless we hold the City accountable to these processes. Implementation has to be actionable and accountable to the communities, or it is going to gather dust."

Booster meeting participants wanted more open space, particularly along the waterfront. They also expressed a need for greater amenities and programs at existing parks. Many touched on Jackson Park, especially in light of recent budget cuts that reduced that park's staff and associated programs. There was also significant interest in developing more open space for food production through community gardens.

Thomas noted that the biggest theme emerging from the workshops is how well residents know their neighborhood, and what types of open space will serve them best. According to Thomas, Potrero Hill is fortunately to have a savvy group that's focused on "reducing the red tape and making

the projects happen."

With approval of the *Eastern Neighborhoods Area Plans*, new public amenities are slated for Showplace Square to support impending residential development. The Planning Department will host a separate series of community meetings, outside the Open Space 2100 project, to develop a framework and implementation strategy for those amenities, as well as to identify location-specific improvements. That effort will feature community design charrettes, which will inform concept designs, cost estimates and an implementation strategy.

According to Planning Department Program Manager Ken Rich, half of the Showplace Square area is slated to become residential. "We agreed to work with the neighbors over the years while new development was coming in to make sure public amenities in the forms of parks, roads, new transit and things like that came along with this new rezoning." Planning staff circulated a colorful "Streets and Open Space Concept" that included preliminary ideas for open space at Townsend Circle and the intersection of 16th and Irwin streets, among others sites. In addition, it identified a number of green connector streets, where traffic calming and landscaping would be added.

According to Planner Susan Exline, "It is kind of exciting for this community to take it a step further than we have been able to do in a lot of other neighborhoods." She said that the 16th Street and Irwin public plaza has been suggested because it would be located on existing public lands with excess right-of-way that would be inexpensive to develop into open space. "You can see on the map there are a couple of drawings, but it does not get to details. That is what this process is about," she explained.

Thomas noted that the Clean and Safe Neighborhood Parks Bond that passed last year should generate \$185 million dollars for parks and open spaces by 2013. Almost \$34 million of that bond will be dedicated to the Port Authority for District 10 waterfront projects. In addition, \$5 million will be available for a community opportunity fund, a new neighborhood grant making program; \$5 million will be directed to trail work; \$4 million will be dedicated to tree cultivation; and \$11 million to building freestanding restrooms. "We are going to hold the Planning Department accountable for the five to 10-year Action Plan," said Thomas. "Our City is going to have to approve something that is real and actionable."

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# Starr King Openspace to Hold Board Elections

Starr King Openspace will hold a meeting to elect members of its board of directors at the Potrero Hill Neighborhood House on May 13 at 7 p.m. Seven board positions are open to Potrero Hill residents, as defined by the area within 23rd, Wisconsin, De Haro and 24th streets. A valid California identification will need to be presented by board candidates and voters. Residents interested in board service should post a 200-word statement summarizing their views on Starr King Openspace, and their qualifications to be a board member, to Starr King Openspace, P.O. Box 880293, San Francisco, California 94188-0293. All submissions must be received by May 11.

Starr King Openspace is a mostly sloping, approximately five acre parcel bounded by 23rd, Carolina, 24th, and De Haro streets, with views of the hills to the west and Golden Gate Bridge to the north. It's part of a line of serpentine grassland, an ecosystem that runs from Southeast San Francisco to Inspiration Point in the Presidio. Starr King Openspace is an environmentally protected area which people can enjoy, but which can't be developed with the usual park amenities. The site was donated by Barratt Construction,

developers of Parkview Heights, a nearby housing complex, as a condition of their building permit to mitigate the complexes' high density in an agreement brokered by the Mayor's Office of Community Development.

Local geologist Ralph Hunter has compiled an extensive list of California native plants which grow naturally at Starr King Openspace, and which have been encouraged by Board members and volunteers over the years. Hunter was originally mentored in his pursuit by Jake Sigg of the California Native Plant Society. By clearing so-called invasives and encouraging plant life that's natural to the area, native plants have been restored over the past 25 years. Roughly 150 different plants grow in the open space, about 30 of which were used as foodstuffs by Native Americans and early settlers.

Susanne Shields, who has long served as board secretary, has compiled an archive of information about Starr King Openspace's history and plant life, along with information about the rocks, animals, birds and butterflies. This information, as well as a board agenda and description of

*Continued on Page 18*

Advertisement

## Starr King Openspace a serpentine grassland habitat on Potrero Hill

### Wildflower Walks

Beginning in March and continuing for the next several months, the most extensive wildflower display on Potrero Hill will bloom sequentially in Starr King Openspace. The second of three wildflower walks, appropriate for the whole family, was hosted Saturday April 18 when about twenty different flowers were in bloom. On the March walk, twenty earlier blooming flowers were seen and on May 16th, more will take their place. Some 150 different plants grow in the openspace, about 30 of which were used as foodstuffs by Native Americans and early settlers. The walks are led by hill resident, Starr King maintenance committee chair and long time California Native Plant Society Plant Identification chair, Ralph Hunter. As development takes more and more of the land on our hill, volunteers collect and sow and/or transplant native plants that would otherwise be lost, into a remnant garden preserving the plants of Potrero Hill. Starr King Openspace is managed as a serpentine grassland habitat according to its mission statement and bylaws.



### Development Challenge

Development of the property at 1321 De Haro, immediately adjacent to the openspace is a particular concern this year. Plans would call for excavation and access through the openspace which has never been allowed. As an environmentally sensitive area meant to serve the community by providing serenity and the experience of nature, this type of construction intrusion would be disruptive to use of the openspace by neighbors. Persons wishing to support the openspace should contact the secretary Susanne Shields at susannekshields@yahoo.com, 415 810-4900 or the Potrero Hill Boosters.



### Annual Meeting and Election

Starr King Openspace, the only hilltop openspace not owned by SF Rec and Parks under the Natural Areas Program, is owned by a non-profit corporation managed by a board of directors. The annual meeting and election of directors will be held Wednesday May 13 at 7 pm at the Potrero Hill Neighborhood House. Candidates will submit a 200 word statement describing how their experience benefits the needs of the openspace. Persons with land management, earth sciences, ecology and related backgrounds make excellent board members. Candidates and anyone wishing to vote must reside on Potrero Hill (defined as Potrero St, 3rd St, Cesar Chavez and 16th St). Proof of residency (CA state id) is required at the meeting door. Candidates should submit their statement with a copy of their id to the corporate address, Starr King Openspace, PO Box 880293, SF, CA 94188-0293 to be received by May 11. Any questions may be addressed to the secretary at 415 810-4900. A copy of the agenda and the election procedure can be viewed at starkingopenspace.org

Artwork by Marja Bar

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# Eating on Twenty-One Bucks Dogpatch-Based TuneUp Media Organizes Music

By Sarah Marloff

Last fall the San Francisco Food Bank challenged the City's middle- and upper-class residents to spend just \$21 a week, a dollar a meal, on food. That's the average amount a low-income San Franciscan is provided under the Supplemental Nutrition Assistance, or food stamp, program. More than 100 people took the challenge, documenting their experiences and the anxiety they felt trying to eat on such a minuscule allowance.

Since the fall challenge, a new president has been elected, more than two dozen banks have failed, and unemployment has spiked. I decided to investigate whether it's gotten any easier to feel well fed on a \$21 a week diet.

Carbohydrates, such as beans, rice, and noodles, are the least expensive food group. But, I prefer to avoid carbs. I invested my single Jackson and a sole Washington in the following items: one package of plain tofu, one large container of plain yogurt; a bag of frozen vegetables; one carton of soymilk, five bananas, a loaf of bread, and a gallon of water. I spent the remaining buck-fifty on two handfuls of banana chips. The bread and yogurt would serve as breakfast, the bananas were for lunch, with tofu and vegetables for dinner.

The challenges – and resulting cheating – started even before my first breakfast. A pound of coffee was provided for free by a friend. I quickly categorized gum as a nonfood item, but chewing it made me hungrier. I started to raid the family for which I provide child care's refrigerator, and sneaked their instant coffee to ease my cravings. On the fourth

day the family, unaware that I was taking the challenge, took me to a seafood restaurant, where I gobbled down oysters – which usually make me queasy – wrapped in bacon; and I don't eat pork! In addition to satisfying my deep hunger, the dinner meant that I had one less night of eating the same tofu and vegetable dish, and could stretch my meager food supplies longer.

Feeling hungry all of the time was distracting. I couldn't go out for a beer with friends because I was too hungry to drink. I spent more time digging through the food at work than I did working. My stomach growled when I went to sleep at night. I did learn a few survival tricks: no one will miss a few free handfuls of supermarket bulk-food; if there's a sale, stock-up; pack your freezer with frozen foods; buy things like peanut butter that lasts for a while.

I don't make a middle class income. It's by luck, rent control and a great roommate that I can afford to live in San Francisco. I know what it's like to be short on money. But this was far beyond what I've ever experienced. People cannot live off such a tiny sum of money. Forget about purchasing organic chicken – even the stuff pumped with hormones is too expensive – and any kind of fruit is a luxury. If you don't believe me, take the challenge yourself. Let the View know how it works out.

*For information about ways to fight against hunger visit [www.sffoodbank.org](http://www.sffoodbank.org).*



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By Gina Poggi

When it comes to storing music collections, iTunes is a godsend. But if your collection looks like most peoples', it's often filled with titles such as "Track 01," "unknown artist" and an artist's name spelled three different ways. This labeling chaos makes it difficult to navigate among songs, and is time-consuming to fix manually. That's where TuneUp Media comes in.

TuneUp Media, a small Dogpatch-based company, has designed an iTunes plug-in that automatically fills-in the missing information in a music collection: track names, artists, albums, and music genres. Consisting of 11 employees and seven contractors – including engineers, designers, and marketers – TuneUp is organizing music libraries all over the world. "We have people in over 200 countries using the TuneUp plug-in," said chief executive officer Gabe Adiv.

Adiv, a self-described huge music fan, helped launch TuneUp last July. "When the iPod came out it clearly revolutionized the way that we listened to and consumed music. At the same time it brought with it a slew of issues that hadn't presented themselves before either. The biggest ones as we see it are bad music labeling. We created a plugin for iTunes that cleans it all up automatically."

Thirty-five-year-old Mission District resident Milton Repreza used to fix his iTunes library by hand. Then he started using TuneUp. "I used to manually correct the genre and title track, and it would take such a long time. But with TuneUp I don't have to sit there and waste my time typing in everything," said Repreza. Adam Glickfield, a 31-year-old designer and Lower Haight resident, praised the service's simplicity. "It

integrates right in with my iTunes. It's a timesaver and helps keep me organized," said Glickfield.

The plug-in digitally listens to a track and takes an acoustic fingerprint – a song's frequency – referencing it against a database of 70 million fingerprints. A match is made, and fed back to the user. The system is Mac and PC compatible, and opens up in a sidebar within iTunes. Users can drag songs from playlists to the TuneUp clean tab to correct track information. TuneUp offers a free version that provides 500 cleans and 50 cover art finds. Unlimited cleans and cover art can be purchased for a one-time fee of \$20 with TuneUp Gold.

In addition to the clean-up function, TuneUp offers a concert alert system that scans a music library and displays upcoming local concerts for every artist in a collection. It also has a Best of Web function, a valuable asset to the iTunes ecosystem that finds online news, videos, and more about user's favorite musicians. "Let's say you're listening to Led Zeppelin II, [the TuneUp plug-in] presents a live version of whatever song you might be listening to from YouTube as well as a Wikipedia bio and Google News and all sorts of other stuff on the artist," said Adiv.

Although TuneUp originally thought 18 to 25-year-old males would be their biggest market, the plug-in has attracted a wide age range of users, including the 40-plus crowd, who, in addition to having huge music collections, have more money to spend on the service. "Based on the overwhelmingly positive response we've received from the iTunes community, we're now working hard to expand the program to other major media players," said Adiv.

*For information visit [tunemedia.com](http://tunemedia.com) or email [gabea@tunemedia.com](mailto:gabea@tunemedia.com).*

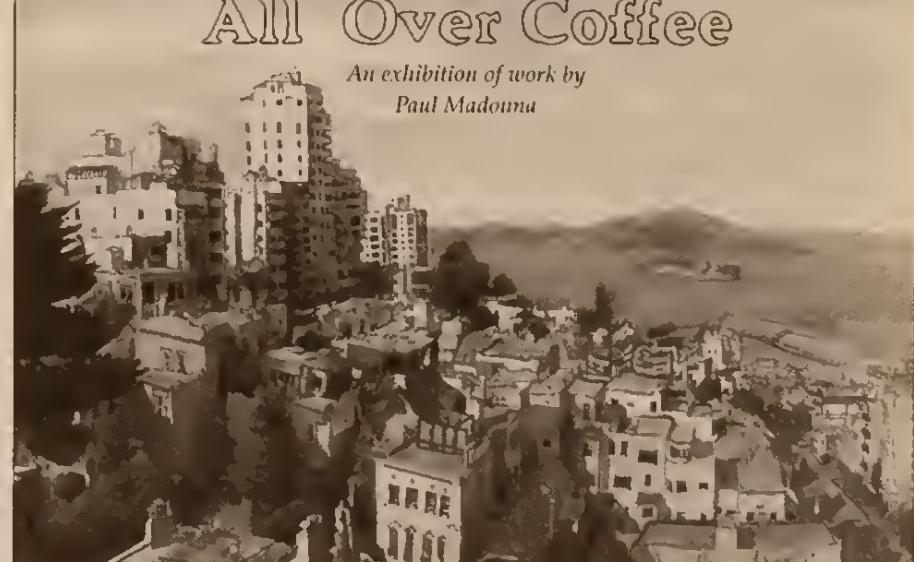
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Potrero Hill resident Carola Zertuche leads her ensemble Theater Flamenco in Encuentro, which will perform at the 31st Annual San Francisco Ethnic Dance Festival on June 6 and 7. Encuentro is a caña cante grande duet that uses the traditional mantón de Manila, a large Spanish shawl, and features the repeated cries of "Hay!" accompanied by evocative guitar playing and rhythmic palmas. Photo by RJ Muna.

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# Retired Pool Shark Makes His Home in Mission Bay

By Anthony Myers

Looking back on his life, billiard aficionado Donald Mark, 74, who once bested Willie Mays on the felt, has no regrets. The east Texas native grew up in San Francisco. He lived in Hunters Point and the Fillmore, where he attended Roosevelt Middle School with Eugene Brown, Ray Taliaferro and Johnny Mathis. Yori Wada, who directed the Buchanan YMCA for many years, became a father figure to the young Mark, introducing him to the game of pool. "I was more than a pool player. Way more than just a pool player. I was adventurous, I had ladies. I went into other things like paper, check cashing, identity theft and the like. I had certain principles though, I never believed in allowing myself to be the cause of anybody's harm. I refused to do anything that might hurt somebody."

Mark learned from local billiard aces Rooster, Soldier Boy and Jesse the Go Away Kid. He played at Knights Pool Room, and at an unnamed Filipino poolroom on Sutter and Webster streets. "I ran it [the Filipino poolroom]. Why? Because Filipino's at that time had their likes and they were clean cut. They liked smoking cigars, gambling, an occasional blunt and not to be bothered with racking balls and running the business, which I didn't mind. It gave me an opportunity to practice for free. I'd never be broke because they gave me money to gamble with."

"I knew how to get out of the jams and win. How to win where there was no possible way to win, I'd win anyhow. You might say I'm highly competitive. But I didn't try and rattle or cheat somebody."

Mark joined the navy at age 17. "I wanted to get into aerial photography, ya know? Taking pictures from above." But his naval career aboard the *General W.A. Mann* sea transport was cut short because Mark hated how all the black and Filipino sailors were made to be stewards. "I shined my own shoes and if I was gonna make a

hamburger it was gonna be for me!" On a shore leave in Vancouver, he returned a few hours late, and was kicked out of the service.

"Canada is a lovely place. I never felt so much weight off my head before I visited Vancouver. There's nowhere in the world, I felt, more beautiful than Puget Sound. In Vancouver, I didn't sense something that I wasn't even aware of until I left here: the systematic racism. They don't feel that there. You just do not feel it. I wondered for years, how could I possibly come back and live here the rest of my life? Because I don't love America; to me all that's bullshit. That's propaganda. It's more humane in Vancouver. They're not systematically concerned with the belittling or degrading of somebody else."

In 1953, after his brief naval stint, Mark traveled around California in search of new places and people to play. "Nine-ball is the money game. At that point I quit totally playing for free. That's when you're a shark and you've become a professional and never play for free." While Mark was a good player, and loved to gamble, he wasn't a classic con man, tricking his mark into laying down his green thinking to take advantage of an easy win. "I had too much respect for the game to hustle. I just straight outplayed them. I reached a point where I wouldn't play for less than \$100. I beat Willie Mays for \$15 and he made such a fuss about it. He told me, 'Well you got your breakfast!' I was so disappointed. I thought he was a bigger guy than that."

Mark has lived at Mission Creek Senior Community since it opened in 2006. He's comfortable, but must endure exhausting physical therapy as a result of a broken hip he suffered late last year. He has an estranged daughter Nadja, 31, who lives in New York, and three sisters who live in San Francisco. When asked if he had any brothers Mark deadpanned, "I'm the brother."

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# Reading Makes for Good Nutrition

By Elizabeth Weise



Supervisor Sophie Maxwell at Starr King Elementary School.

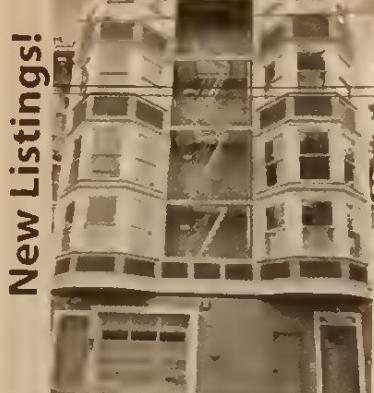
If you've heard a strange sound coming from Starr King Elementary School – the big blue school on top of Potrero Hill – over the past couple of months, don't worry. It's just the hum of upwards of 125 books being read by an auditorium full of rapt children. The soft rustle of pages is something families at the school have been hearing a lot lately, with the launch of Books for Dinner family nights and Books for Breakfast mornings earlier this spring.

At each event, Starr King students enjoy a great meal donated by Mission and Potrero Hill merchants, including Roosevelt's Tamale Parlor, and then settle in for some serious,

even strenuous, reading. The books come in all shapes, sizes and three different languages, English, Spanish and Mandarin. Guest readers have included District 10 Supervisor Sophie Maxwell, Potrero Hill fire fighters, and Caleb Clark Potrero Health Center doctors and nurses.

As with all good stories, this one has sequels. Each student goes home with their own stack of books, donated by the Children's Book Project and the YMCA.

*Potrero Hill families with too many books or too few bookshelves are welcome to donate to the project; contact Starr King parent Terrence Jones at [tntsf@pacbell.net](mailto:tntsf@pacbell.net).*



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# Kids on the Block

By Stacey Bartlett



Adam Moss celebrates his sixth birthday on May 2. Mom, Dad, and big sister Olivia wish him a great birthday, and another great year!



The Offenhartzes are thrilled to announce that after a few months of alternating vertical and horizontal traveling Sean is officially walking upright full-time. Watch out world!



Ana Kirsten de Rijk arrived on April 3rd, weighing eight pounds, two ounces. She joins big sister Molly and her parents, Lucy and Randall, at home on Mississippi Street. (in pink holding baby in white). Next door, Ella Reece Randecker arrived on April 8, weighing seven pounds, three ounces. Ella's cousins Annabel and Henry Bartlett live right downstairs, and are so excited that they have a new playmate in the house. (baby in pink bird blanket).

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## Franklin Square

*Continued from Front Page*

commissioned by the late mayor Joe Alioto, and left disassembled at the park years ago.

The playground rehabilitation is a blessing for the neighbors, especially those with children; there is no other play area within a 10-block radius. The park – which dates to the Victorian era, and includes a large playing field and perimeter areas shrouded by bushes and non-native eucalyptus trees – is one of only four significant green spaces in the Mission. "We wanted to create a community resource to bring people together, get to know their neighbors and encourage interactivity," said Kann.

The effort started when the park was given an "F" grade by the Neighborhood Parks Council (NPC), a nonprofit whose charter is revitalizing green spaces, in its report card on City parks issued a few years ago. Neglect, bureaucratic red tape, budget cuts and increasing homeless populations had made Franklin Square a magnet for the dispossessed, with associated drug, alcohol and hazardous litter problems. The dilapidated wooden play structures leeched arsenic. Prompted by an official statement of what they'd already observed, Braunstein, Maltz, and Kann revived Friends of Franklin Square, with the goal of transforming the park into a safe and welcoming place for all.

First up was fixing the kids' play area. Though none of the group considered themselves neighborhood activists, they quickly learned how to navigate the labyrinthine world of the City's Recreation and Parks Department. Local businesses donated several thousand dollars to hire Studio Green, which had previously worked with the City on rebuilding the Walter Haas playground in Twin Peaks. With NPC's help, FoFS secured more than



Workers finish construction on the new playground (top). The Brotherhood of Man Mosaic (bottom). Photo by Antje Kann.

\$1 million in capital improvement funds from the City.

The new playground is "greatly expanded, closer to 17th Street and more visible," Kann explained. "There are age-appropriate play areas, one for toddlers, a large modern climbing structure for big kids, swings and a curved sandbox. A transportation theme winds its way throughout, with imaginary rail lines, to stimulate kids' imaginations," Kann added. FoFS wants to throw a big opening party – replete with kids' activities and more – "to give it a good start. We really need help getting the word out, especially to new residents in the neighborhood," Kann said, referring to Mosaica, a \$74 million affordable housing, mixed-use development located at 18th and

Alabama streets that will consist of 151 units, including 93 rentals for low-income families; 24 units for low-income seniors; and 34 below market rate ownership units. "The people of Mosaica will love having a dedicated play area so close by," said Braunstein. Playground rules will be similar to other City parks. "Adults can't be here without a child or children," said Kann.

Although there's currently a moratorium on new dog parks in the City, that's not stopping some Franklin Square neighbors from advocating for another one. According to local photographer, neighbor and new dog owner, Peter Samuels, "There is a significant community of dog walkers in the area...Petco Foundation, SPCA [are] right here, [as is] Wag and the animal hospital. You really have to close your eyes not to see a dog," he said. "In fact, there's more dogs than kids in San Francisco!" With numerous services and commercial enterprises for pet owners in the neighborhood, there are many opportunities for dog lovers and walkers to get to know their neighbors, Samuels asserted. "There is astounding interest in creating an enclosed dog run," he stated.

Samuels and other dog owners want to make the park a doggy destination, especially for "dog

walkers who keep long hours," pointing out that "it will be good for the neighborhood; safer and more secure. The dog run is a natural for neighborhood watch people, it'll help with social networking, there are definitely other pluses to it," he said. In addition, "with all new kids coming to the neighborhood from Mosaica, it might be a good time to start an anti-poop campaign, to get both kids' and dog walkers' support," Samuels enthused. "Once the moratorium is lifted, the park will be a good test case for building a park where kids and dogs can co-exist," like McKinley Square in Potrero Hill but unlike Dolores Park, "where the City got burned, for not making a clear distinction between the two areas, which caused neighbors to fight neighbors for years," he said.

According to SPCA communications manager Kiska Icard, her organization is a "big advocate for an off-leash dog run," at the park, adding that "we are committed to working with FoFS. The average dog owner self-selects. Responsible dog owners and walkers will weed out the bad dog owners, making it easier to get them to pick-up poop, keeping the park cleaner and safer."

The Brotherhood of Man mosaic was created in 1968 for the Martin Luther King, Jr. pool in Hunters Point. In 1996, the pool was renovated, and the mosaic was taken down, stored and abandoned at Franklin Square. Neighbor David Schweisguth discovered this significant work of City-owned public art being used as an outdoor platform on which to stack flower pots. Schweisguth brought the find to the attention of local mosaic enthusiasts, educators and artists Lillian Sizemore and Jeanne Halpern, who are now trying to restore it to its former glory.

The rare mosaic shows two figures, one black, one white, united above a green earth, sun and cosmos, conjoined by the infinity symbol. Supervisor Michela Pier-Alioto, Joe Alioto's niece, has expressed interest in preserving the artwork. FoFS would like to see the mosaic mounted on the wall dividing the soccer field from the new play area, because "it fits really well with the transportation theme, and the concrete work echoes the curves of the mosaic" said Kann. According to Kann, funds that the group had raised to restore the mosaic are being spent on removing mold damage, the result of having had been left outside unprotected from the elements.



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# Child Abuse Prevention Center Holds Luncheon

By Jim Van Buskirk

The San Francisco Child Abuse Prevention Center's 12th annual blue ribbon luncheon attracted a capacity crowd of 570 supporters, filling the Ritz Carlton Hotel's ballroom, and raising more than \$300,000. Congressperson Jackie Speier, City Supervisor Ross Mirkarimi, and San Francisco First Lady Jennifer Siebel Newsom were in attendance.

Juanita Alvarado, a long-time client and Center Parent Advisory Committee member, offered a poignant testimonial detailing how 13 years ago, as a single mother of two, addicted to drugs and alcohol, escaping an abusive relationship, she had "no home, no hope." Accompanied at the event by her young son, she eloquently paid tribute to the Center, which had helped her gain her independence.

Executive Director Katie Albright introduced her mother, keynote speaker Madeleine K. Albright, by recounting that her six year old daughter didn't understand what was so special about "Grandma Maddy" being U.S. Secretary of State. After all, from her perspective, being a female Secretary of State wasn't an uncommon phenomenon. Her slightly older brother clarified things for her, "But Grandma Maddy was the first." In 1997, as the 64th Secretary of State, Dr. Albright was the highest ranking woman in US government history.

A consummate speaker, Dr. Albright made a direct connection between establishing playground rules and enforcing bed times with the skills developed for international relations. She emphasized that child abuse was more widespread and complex than is commonly realized, extending across the globe and impacting all elements of the human condition. Invoking prevention

diplomacy, she reiterated that "networks are essential."

The San Francisco Child Abuse Prevention Center's Haight-Ashbury headquarters serves families from across San Francisco and from virtually all ethnic groups. Of the families receiving direct services last year, 93 percent were extremely low-income or low-income...18 percent were homeless or living in family shelters." Women comprised 80 percent of the parents served, more than half of them single moms. Support is provided in Chinese languages, Spanish, Tagalog and English.

The community-based nonprofit Center supports a number of programs, including the 24/7 TALK line, where trained volunteers handle more than 13,500 calls annually from parents and caregivers in crisis. Therapists provide thousands of hours of free or low-cost counseling to adults, children and couples, as well as crisis counseling, group support and case management. The Children's playroom offers drop-in care to more than 475 kids a year. The Child Safety Awareness program educates elementary school children and their parents about vital safety skills. The Child Abuse Council trains school educators, police officers, medical professionals, and social service providers to be able to identify and report suspected abuse. And the Center's Safe Start Initiative is a City-wide effort to reduce the effects of violence on young children.

In his closing remarks, Chris Keane, president of the board of the directors, cited statistics that as economic conditions worsen the incidence of child abuse increases. A silent auction of Center children's artwork followed the event.

For more information: <http://www.sfcapc.org/>



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## Andrea Cochran: Landscapes

Long-time Potrero Hill resident and celebrated landscape architect Andrea Cochran will be signing copies of her monograph, *Andrea Cochran Landscapes*, published by Princeton Architectural Press, at a complementary wine and cheese reception on May 13 between 5:30 and 8 p.m., Arch Drafting Supplies, 99 Missouri Street, at the corner of 17th and Missouri street. The event is sponsored by Christopher's Books

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Post this to:  
Mason Wilrich, Chair, Board of Governors,  
151 Blue Ravine Road, Folsom, California 95630

## Global Warming

*Continued from Front Page*

and don't show up on the balance sheet. For example, employees are offered numerous food programs that reduce the distance from farm to table while simultaneously increasing job satisfaction. They have the option of buying into a worker food share cooperative, enrolling in a juice program and getting catered lunches four times a week.

"The company originally did this as a way to provide employees with at least one good organic meal a day," said Feliciano, "but it's a two-way street. It's a nice perk that makes it hard to leave."

A sustainability ethos has long been part of the company's creed. Veritable Vegetable was founded in 1974 with progressive ideals of social and environmental responsibility. In a field dominated by large food producers and suppliers, Veritable Vegetable made a commitment to promoting smaller farms that offer fresh and healthy food and give back to their communities.

That spirit lives on today in all aspects of the business. This winter, Veritable Vegetable added a 106-kilowatt solar array that will pay for itself in just four years, providing nearly cost-free electricity thereafter.

The company continues to invest in its employees as well. In 2006, Veritable Vegetable moved their locker room downstairs and added a bike rack to provide better commute

options. It offers travel reimbursement for public transportation trips up to \$115 a month so that workers don't have to rely on a car to get to work.

Other changes are common practices for many San Francisco businesses. Sunset Scavenger, San Francisco's municipal waste management company, has offered recycling and organic waste pickup for many years. Yet Veritable Vegetable has gone above and beyond by diverting 99 percent of its waste from landfills through recycling, composting and clever reuse. For example, Feliciano devised a way to use Mylar wrap from food packaging as insulation for ductwork in the warehouse. The company also invested in a baler that compresses cardboard shipping boxes for recycling. Large items that can't be readily sold, such as old furniture and computers, are taken to local nonprofits like the Scroungers' Center for Reusable Art Parts (SCRAP) and Building Resources center.

Other green strategies are more specific to the food services industry. Between two warehouses, Veritable Vegetable has 350,000 cubic feet of cold storage space, all of which must be carefully controlled at different temperatures based on food type. The company has calibrated its thermostats to the temperature of the food instead of the ambient air to avoid over-cooling. In addition, to minimize the loss of cold air when workers enter and exit the coolers, the company invested in heavy strip curtains that improve insulation and last longer than the cheaper, thinner

curtains.

The improvements Veritable Vegetable has made result in fewer greenhouse gases polluting the air, whether it's indirect emissions from power plants supplying electricity and organic waste decomposing in landfills, or direct emissions from vehicles. But that distant-seeming connection to global temperature is less important to the company than bringing the green message to people on a daily basis.

"Sustainability is actually a company directive that has spilled over into everybody's life," said Feliciano. "Because of the awareness and our mission statement, I think other people are catching on and thinking differently and purchasing differently. Now we have options when we spend our dollar."

### Tapping into creative solutions

Mark Klaiman and Virginia Donohue's partnership is a quaint love story. Two government bureaucrats meet, fall in love, turn their mutual concern for pets and the environment into a successful business and live happily ever after.

The two have been pioneers of sustainable pet care for 12 years, developing a thriving business that does right by the planet. Their company, Bayview-based Pet Camp, is a full-service overnight kennel and daycare facility for dogs and cats. It received certification as a Bay Area green business in 2004.

As former employees of the U.S. Environmental Protection Agency,

Klaiman and Donohue were always concerned about the environment, but those concerns initially took a back seat to creating a business that could survive financially.

"If you're out of business, it doesn't matter how green you once were," said Klaiman. First, you have to master the basics and provide a service people want. No one would come to Pet Camp if we weren't good at what we do," he said.

In fact, it wasn't until rolling electricity outages swept across California in the early '00s and the idea of drilling for more oil in Alaska floated to the top of the national agenda that Pet Camp took stock of the business's impact on the environment.

"We decided there had to be a better way," said Klaiman, which spawned a new approach to thinking about green innovations. Practically speaking, new investment ideas still had to pencil out before they would be implemented, but a new emphasis was placed on sustainability.

This more comprehensive rubric for evaluating investment decisions led Pet Camp to install two Big Ass Fans® (high-volume low-speed fans) that outperformed its existing system of 12 conventional box fans along every dimension. The gigantic low-wattage air foils provide better, quieter air recirculation in the odoriferous kennel and use just a fraction of the energy to operate. This means that even though they had a higher upfront

*Continued on Page 22*

## St. Luke's Women's Center Meet & Greet



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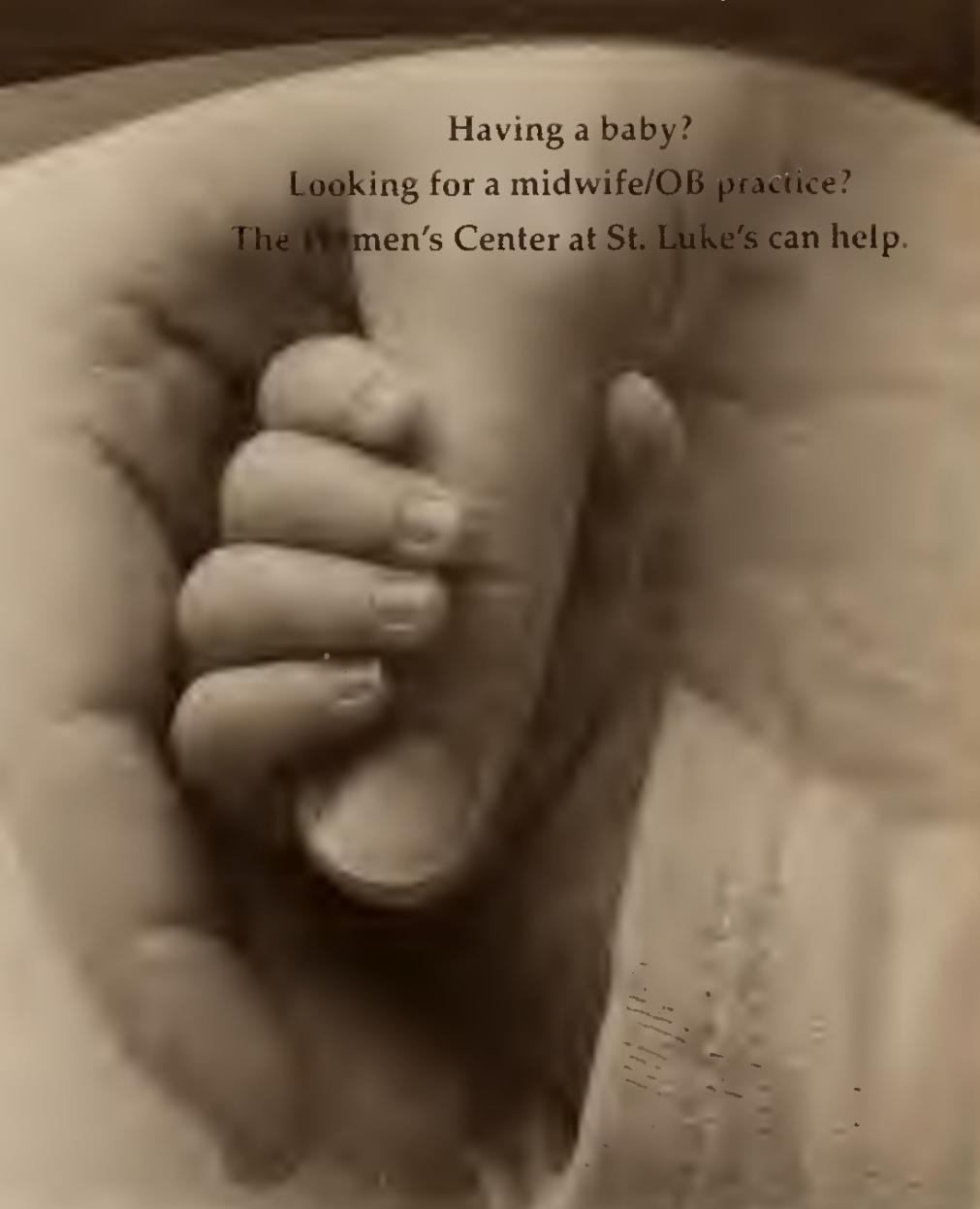
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# arts

# & ENTERTAINMENT

May 2009

**May 1 - 23****Theater: Candide**

Potrero Hill's Theatre of Yugen celebrates its 30th anniversary with a modern Kyogen-style adaptation of Voltaire's *Candide*, or Optimism. Stylized gesture, social critique, and an endearing archness are trademarks of Kyogen. Classic Japanese comic tradition sheds a "kinder, gentler" light on Voltaire's classic European satire. Thursdays, Friday and Saturdays at 9 p.m. Special industry night on May 18. Tickets: Thursdays, pay what you can; \$20 to \$25 sliding scale Friday and Saturday. NOHspace 2840 Mariposa Street. For more information: [www.theatreofyugen.org](http://www.theatreofyugen.org)

**May 3****Community: Garage Sale and Block Party**

Check out the bargains at this block-long garage sale, followed by a potluck barbecue at McKinley Park. 10 a.m. to 3 p.m., potluck from 3 to 6 p.m. San Bruno Avenue, between 18th and 20th streets.

**Community: Potrero Kid's Day**

Enjoy Carnival of Chaos perform, create a scrapbook, trade CDs, DVDs, games, and mingle with neighborhood families. 1 to 3pm, Live Oak School, 1555 Mariposa Street, at Arkansas.

**Family: First Five See Me Festival**

Along with more than 40 local organizations, First 5 San Francisco will offer parents valuable resources on child care, special needs, accessing free and low-cost benefits and more. Young children can receive health and oral screenings provided by the University of California, San Francisco, and participate in educational activities

about nutrition, asthma and physical exercise. 11 a.m. to 3 p.m., Civic Center Plaza, between McAllister and Grove streets.

**Theater: When Dreams are Interrupted – Stories of Japanese Internment**

In her latest work with Purple Moon Dance Project, founder and artistic director Jill Togawa, in collaboration with fellow Bay Area artists, conjures up "interrupted dreams," stories and memories of Japanese-Americans who were forcibly removed from their homes and incarcerated in camps during World War II. This work-in-progress preview invites the viewer to witness the profound imprint of the mass evacuation of Japanese-Americans during the war, and the resulting rupture of a community. 2 p.m. Tickets: \$15 suggested donation; sliding scale. YWCA Japantown, 1830 Sutter Street, between Webster and Buchanan streets. For more information: 552.1105; [www.purplemoondance.org](http://www.purplemoondance.org).

**May 7****Community: Downtown High School**

Join Mark L. Alvarado, Downtown High School's principal, for coffee and a chat about issues impacting the neighborhood. 10 a.m. Downtown High's Faculty Lounge, 693 Vermont Street.

**May 10****Family: Treat Mom to Good Coffee!**

On Mother's Day bring mom to Farley's for a free coffee drink of her choice. Farley's, 1315 18th Street. For more information: [www.farleyscoffee.com](http://www.farleyscoffee.com).

**Family: Mother's Day Brunch**

Axis Community Project invites you to join us on Mothers Day for an exciting

brunch everyone will love. In addition to the menu and family friendly atmosphere, we're providing a family fun photo booth, a "Made for Mom" craft area for kids, and every mom will be presented with a unique gift. 10 a.m. to 3 p.m. Axis Café, 1201 8th Street, between 16th and Irwin streets. For more information: 437.2947 or [www.axis-cafe.com](http://www.axis-cafe.com).

**May 12****Lecture: Ask a Scientist**

To those who grew up watching Popeye and *The Flintstones*, animation seemed like a pretty simple concept. You could even make your own respectable frame-by-frame cartoon with nothing but a notepad and pencil. These days animation is a whole different game. Join speakers from DreamWorks to learn how the art and science of computer generated animation has evolved from a single pixel on a screen to fully rendered scenes that can be hard to distinguish from live action. 7 p.m. Free. Axis Café, 1201 8th Street, between 16th and Irwin streets. For more information: 437.2947; [www.askascientistSF.com](http://www.askascientistSF.com).

**May 16****Community: Fourth Annual Grattan Family Fun Fest**

Come support Grattan Elementary School at this fun-filled event for the whole family, featuring food, live music, street theatre, games, prizes for the children and a silent auction for the adults. And check-out the wine cellar raffle! 11 a.m. to 5 p.m. Free. Grattan Elementary, 165 Grattan Street, near Parnassus and Shrader streets. For more information: [www.grattanschool.org](http://www.grattanschool.org); 750.2815.

**Community: Life is Good Festival**

Life is Good is on a mission to spread much-needed good vibes nationwide. The fun and fundraising begins at the Life is Good Festival, a family-friendly outdoor celebration featuring live music from ALO, Martin Sexton, and The Sippy Cups, classic backyard food, and a colorful mix of good-time games and activities for all ages, from seed spitting and soccer kicks to tug-o'-wars and football flings. A high-energy fundraising 3K walk in the park will be featured. Funds raised at the Festival will enable Project Joy to help heal and strengthen the Bay Area's poorest, most vulnerable preschoolers. 11 a.m. to 5 p.m. Free. Golden Gate Park's Speedway Meadow. For more information: [www.lifeisgood.com](http://www.lifeisgood.com).

**May 19****Storytelling: Farley's Cafe**

Join host Susan Ford for an evening of storytelling, poetry, and spoken word

featuring Bill Alvarado, Kate Frankel, Marie Minder, Leigh Radtke, and Ron Jones. Open mic to follow. 7 p.m. Farley's, 1315 18th Street. For more information: [www.farleyscoffee.com](http://www.farleyscoffee.com).

**June 5****Music: Opera in the Ballpark**

Puccini's *Tosca*, starring Canadian soprano Adrienne Pieczonka, will be transmitted live from the War Memorial Opera House to the enormous scoreboard at AT&T Park. Audience members and fans sitting in the stands and on the field eat hot dogs, popcorn, and beer while enjoying this completely unique opera-going experience. 8 p.m. Free. AT&T Park, 24 Willie Mays Plaza. Register online to assure a seat: [www.sfopera.com](http://www.sfopera.com).

**June 7 - August 30**

**Kids: Hula Classes with Na Lei Hulu**  
Na Lei Hulu is thrilled to announce its first-ever keiki (children's) hula classes. The classes are for beginners, but children with hula experience are welcome. Classes consist of a 12-week session that begins on June 7 and runs through August 30 (no class on July 5). Space is limited; please pre-register! Class times: 10 to 10:50 a.m., ages five to seven; 11 to 11:50 a.m., ages eight to 12. \$150 for the 12-week session. Daniel Webster Elementary School Auditorium, 465 Missouri Street, between 19th and 20th streets. To register email Aunty Bobbie Mendes, [auntybobbie@naleihulu.org](mailto:auntybobbie@naleihulu.org). For more information: [www.naleihulu.org](http://www.naleihulu.org) or email Makani Santos at [mail@naleihulu.org](mailto:mail@naleihulu.org).

**June 20 & 27****Music: Open Auditions for Girls' & Boys' Chorus**

Always wanted to sing? Boys ages five to 12 and girls ages seven to 12 can audition for the award-winning San Francisco Boys Chorus or San Francisco Girls Chorus School. Auditions for boys will be held on June 20, by appointment only in San Francisco, San Rafael and Oakland. Auditions for girls will be held on June 20 and 27, by appointment only in San Francisco for both San Francisco and East Bay programs. Both organizations, which were featured President Barack Obama's inauguration, are dedicated to the advancement of young people through the study of excellence in choral music, which builds self-confidence, teamwork, self-discipline, and fosters an appreciation of music and culture. To make an appointment for boys: <http://www.sfbc.org/auditions/index.html>; 861.7464 x319, or email [auditions@sfbc.org](mailto:auditions@sfbc.org). For girls: 863.1752, x333 or email [auditions@sfgirlschorus.org](mailto:auditions@sfgirlschorus.org).

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June 12th

744 Alabama St "Important Enigmatic New Works Full of Mystery and Wonder"  
Sharaine Bell, David King, Bill Samios

June 19th

2425 17th St "Death by Color"  
Cameron Chernoff, Catherine Reed

July 10th

744 Alabama St "Urban Birdseye: Quilts, Places and Other Things"  
Summer Lee, Mac McNamara, Karen Slovak, Colleen Stockmann

July 17th

2425 17th St "Body Language: figurative art speaks"  
Emily Citraro, Georgianne Fastata, Romulo R Nisnisan Jr(RDM)

August 14th

744 Alabama St "Arts Ecclectic"  
MacKenzie Davis, Mary Lou Hanley, Michelle Jader, Traci Zaretzka

August 21st

2425 17th St "Line of Sight"  
Charles Keatts, Steven Scotten, Tim Svenonius

September 11th

744 Alabama St "Adventures in Photography"  
Keith Gidlund, Walter Hanley, Don Ross

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# Local Artist Paints Trees

By Sarah Marloff

Potrero Hill resident Sevilla Granger has been painting for as long as she can remember. Growing up surrounded by the trees and mountains of Asheville, North Carolina, Granger's took her artistic inspiration from the outdoors. By the time she was in second grade, her art was winning awards. "My Mom still has a little blue ribbon I won for a painting I did...It was of three violets with little wiggly stems."

After high school Granger was admitted to the University of North Carolina's Fine Arts Program, where she studied Textile and Costume Design. She pursued costuming as her professional career, while painting as a "personal pursuit." In 1992 Granger moved to the western reaches of Potrero Hill to work in the San Francisco Opera's costume shop. When the season ended she traveled to Europe and the Southwest before landing in Los Angeles, where she made her reputation as a Hollywood costume designer, working on such films as *Interview with a Vampire*.

After a decade in Southern California, Granger returned to the City. "In the U.S. nothing beats San Francisco. While living in L.A. I would frequently return to San Francisco to visit friends. Whenever I would drive back home to L.A. I had a painful feeling of being ripped off by living there." On July 4, 2004 she retired from the costume business, secured a job as a textile designer for Pottery Barn's teen division, and turned her attention back to painting. "The way my life was structured in L.A. just didn't allow for painting to play a significant role, which was a constant internal struggle. I'm now able to dedicate a good portion of my life to cultivating my artwork. The payoff is phenomenal." Her studio is a five-minute walk from her office, both of which are located on the Hill.

Granger found the inspiration for her current work on Palatine Hill in Rome, where, in 2003, she had an "intense spiritual awakening." The Northern California environment energizes Granger's art, and she pointed to abstract expressionist painters, such as Amadeo Modigliani



"Big Sure" (top); "Fire Inside" (bottom). Art by Sevilla Granger.



and Franz Kline, as muses for the "spontaneous drama" of her work.

"I have always had a profound respect and love of trees...Even though I have been painting my whole life, it's only been in the last seven years that I've been studying the process of transforming canvas and paint into a meditative experience. In those seven years, that magical process has become surprisingly more difficult. The deeper I go into them, the more I see there is to represent, and ironically the greater the need for simplicity."

Though Granger's work focuses on nature it doesn't take the form of typical landscape paintings. Instead, her pieces might be best described as tree portraits, each one with a unique personality, with a touch of calligraphy in the technique. Granger is currently captivated by the Monterey Cypress; though Redwoods are her favorite trees she hasn't been able to master how to paint them the way she sees them.

"It's like they're too hot to touch," she said with a bright smile.

Granger paints as a way to connect to the spiritual world, and as a form of communication. "If you're not effectively communicating to others then, to me, in some ways, you've failed. I love sharing my work. And similar to lots of artists, I like to be by myself creating my own vision – unlike film – working in a vacuum like that is satisfying." Granger treats her art as a "second job. Inspiration is for amateurs – the rest of us just show up and get to work. It's work. And I love it," she said.

Granger continually takes classes, often at the San Francisco Center for the Book, located at the corner of 16th and DeHaro streets. Recently she took a course with Mary Beaton, in which she learned how to make paintbrushes from a variety of mediums, such as leaves and sticks, which can add textures to painting.

Granger's work can be seen during monthly Open Studios at 1890 Bryant Street. One of her pieces will be displayed in Big Think Studios' window on 18th street later this month, and in the Fall two of her pieces will be shown at Erickson Zebroski Design Group, also on 18th Street.

For more information on Granger's work check-out [www.villasevilla.com](http://www.villasevilla.com).

# Revamped Hill Festival Scheduled for October

By Keith Goldstein

This year's Potrero Hill Festival promises to be quite an affair, with a full day of fun planned. The festival benefits the Potrero Hill Neighborhood House (Nabe), and will be held on October 17.

The day will begin with the traditional New Orleans Jazz brunch at the Nabe, 953 De Haro Street. Catch-up with neighbors and friends to the sounds of Dixieland, while enjoying a fabulous spread catered by California Culinary Academy students. Doors will open at 9 a.m.; the gourmet food service will stop at 1 p.m.

In the afternoon a street fair will be held along 20th Street between Missouri and Arkansas streets. Shuttle buses will be available to and from the Nabe breakfast and the fair, where local merchants will display their wares, arts and crafts. A stage featuring Latin, blues and local performers will provide musical entertainment, with a number of fun activities for kids.

*Local artists and merchants are encouraged to participate in this year's festival. For more information about the brunch or renting a booth at the street fair, contact Edward Hatter, 826.8080.*

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photos by Emily Payne & to Jamaica Maxwell for keeping all things organized.

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SUMMERTIME BLUES

# Going to War

By Dave Matsuda

For months I'd been emailing the Army travel coordinator at Fort Lewis, Washington, asking her for my exact deployment date so that I could make the most of whatever time I had left with my wife, Kristi, and my two girls, Kimi and Katie. On a Monday in March I went through the usual routine process of sending yet another such email. Only this time I received an immediate reply: "Doc, we need you here on Thursday for your flight to Iraq on Saturday."

"You mean this Thursday?" I emailed back.

"Yes sir," she replied.

I was stunned, elated, and saddened. It was good to finally know my departure time, but sad to be so urgently leaving my loved ones. The next couple of days were among the most emotionally wrenching of my life. I vacillated from cocky courage to being inconsolable. How to say goodbye to Katie, a 14 year old who is consumed by the egocentricity of being a full-on teenager? And to Kimi, our 11 year old, what meaning does she grasp from my answers to her probing questions. "Yes, Daddy will be away for one year. Yes, Iraq is dangerous. Yes, I will always support you whether in body or in spirit."

Then there's Kristi, so strong, yet prone in vulnerable moments to panic over images of loss that float up from somewhere within her concerned, loving soul. And what of me? I lived every moment with them as if it were my last. In doing so, did I send a mixed message of strength and determination, yet fatalistic resolve? Going to war means never being satisfied with goodbyes, no matter how heartfelt.

On our drive to the airport, I reminded the girls how, on my many business trips over the past year, we talked every night, sharing our joys and sorrows. This trip would be longer, but no different. Katie, who'd become withdrawn of late, melted into my arms and began to cry. Kimi's eyes, so young and innocent, radiated love, silently asking, "Why?" After Kristi and I kissed and hugged, she loaded the girls into the car and drove to the home I wouldn't see again for a year.

At Fort Lewis, I reconnected with Colonel Glen Kindle (an alias), a fellow member of the Ph.D. mafia with whom I'd become close during the mission readiness exercises leading up to deployment. He volunteered to be my battle buddy. A kind of Army mentor, a battle buddy is someone with higher rank and more experience who shepards their charge through unfamiliar territory. Colonel Kindle saw to it that I flew first class with the rest of the leadership team, got command rank lodging on our lay-over in Kuwait, and was on the first flight to Iraq.

Groggy from days of uncertainty, bureaucracy, delays and time changes, I awoke in Iraq and jogged around Camp Triumph (a pseudonym). Originally one of Saddam Hussein's royal pleasure grounds, the camp is made-up of several administrative complexes set around two lakes. Its centerpiece is the three story Awfuan Palace (a pseudonym), a mixture of Middle Eastern architecture made entirely of Italian marble, appointed with grand circular stair cases, majestic Mesopotamian style columns, and million dollar chandeliers. This would be my home for the next year.

## Starr King

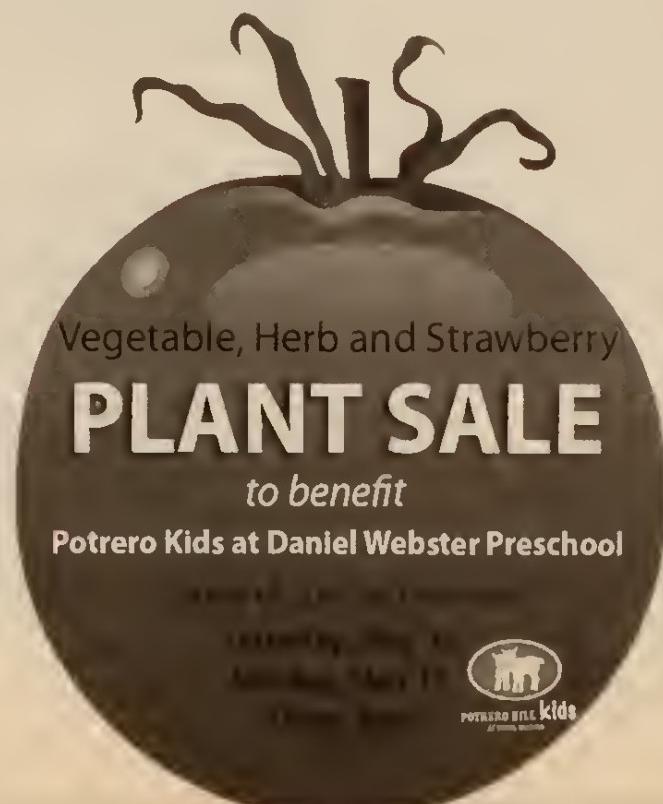
*Continued from Page 8*

election procedures, can be viewed at [www.StarrKingOpenSpace.org](http://www.StarrKingOpenSpace.org).

Thomas Starr King, for whom Starr King Park, Starr King Elementary School, and Starr King Way between Gough and Franklin streets, have all been named, was a naturalist who loved mountains. A pastor and leader in the Unitarian Universalist Church, King was called the "orator who saved the nation" during the American Civil War, credited by Abraham Lincoln for

helping to persuade California to stay in the Union. There's a statue of Starr King in Golden Gate Park, facing JFK Drive, and a monument in his honor is located at Starr King and Franklin streets at the Unitarian Universalist Church's southeast corner.

A wildflower walk will be led by Ralph Hunter at the open space on May 16, starting at 10 a.m. Volunteers are needed to help manage the plant life, with work days held the third Saturday of every month year round. Contact Susanne Shields, 810.4900, for more information about these activities or the board election.



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# Consumer Advocates Concerned Over Carbon Study

By Herman Wong

Earlier this year the California Public Utilities Commission (CPUC) authorized Southern California Edison Company to spend upwards of \$30 million on the Hydrogen Energy California study, or HECA. HECA will examine the feasibility of developing a facility to turn petroleum coke, a refinery byproduct, into a gas that could be used to produce electricity. Much of the related greenhouse gases would be captured and stored underground. According to Mark Nelson, the investor owned utility's director of generation planning and strategy, "It's got a lot of really strong attributes that make it compelling for the customers."

But consumer advocacy groups are outraged at the CPUC's decision to use what they believe to be a backdoor process to funnel consumer funds to support research by private companies. "It's really nothing more than a gift from Edison customers to these two energy giants when there's no indication they needed the money," said Bob Finkelstein, The Utilities Reform Network's, or TURN, legal director. Edison would collaborate on the HECA study with Hydrogen Energy International LLC, which is owned by the multinational energy companies BP and Rio Tinto.

When contacted for comment, a CPUC spokesperson sent a link to a press release, in which Commission president Michael Peevey expressed

his support for the project as a step forward in reducing the state's carbon footprint. "If shown to be technically feasible and commercially reasonable, the HECA facility, and potentially other generation utilizing carbon capture technology, will be resources that will advance California's move towards reduced greenhouse gas emissions while producing reliable power," Peevey is quoted as saying. Peevey also "encouraged the other investor-owned utilities, as well as the publicly-owned utilities, to become partners in the HECA study project, and for all utilities to work together on commercializing carbon capture and storage technology." Pacific Gas and Electric Company has expressed interest in joining in on the study at a later phase.

Southern Edison California Company, with CPUC support, had originally requested funding for the HECA study last fall through an advice letter, a regulatory review process that doesn't trigger the need for comprehensive hearings. After TURN and other groups protested the move, the Commission halted the process, and in February determined that the advice letter was an inappropriate channel for the funding request. The Commission directed Edison to track its project costs, which could be as much as \$17 million in its first phase, and to file an application to recoup these expenses. The company filed an application in early April, according

to Nelson. The process will take up to 16 months, with the first study phase expected to be completed before the application is approved.

According to Finkelstein, after directing Edison to proceed with the study the Commission is unlikely to then deny its application to pass on costs to its customers. Finkelstein is concerned that the Commission's actions have established a poor precedent. "I think one, the Commission will look for ways to get around its own rules where they want to, and the precedent that if you are a private company out there and you want to get ratepayer money for your project you can get this commission to sign off on it."

A CPUC spokesperson pointed to the Commission's formal resolution, which states that Edison's request "is consistent with stated Commission and state policies recognizing the necessity to explore all feasible means of meeting long-term [greenhouse

gas] reduction goals."

According to Joe Como, the Division of Ratepayer Advocates' chief counsel, it doesn't make sense to charge energy users for research by a utility company which other institutions are already conducting. "There are a lot of very good universities and research institutes out there that are already doing this kind of work," Como said. "It's not necessary for the utilities to spend ratepayer money to do the same thing that's already being done in other places."

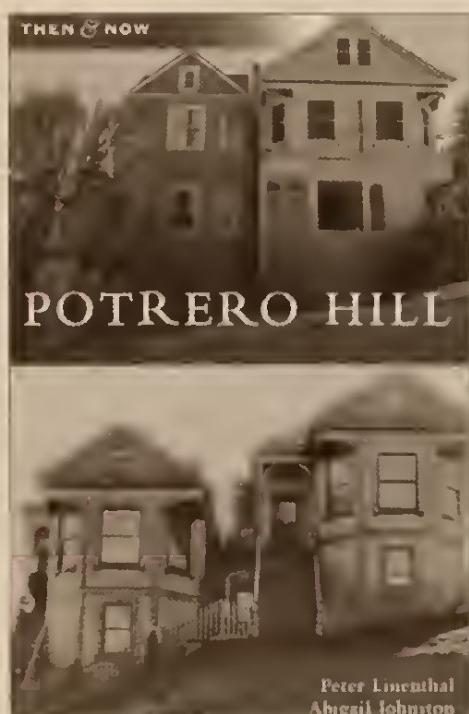
Edison's Nelson said Hydrogen Energy International believes that that the utilities' participation in the study is critical, and that the project could create long-term benefits for the state. "If this is a successful feasibility study it could move on to be a 1,500, to 2,000 megawatts of very low carbon electricity for California."

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## Unemployment

*Continued from Front Page*

20 friends who've lost their jobs have found work, though their new positions are further away from the City. Miley has been holding out for a shorter commute. Asked whether she was worried about her situation, she replied, "Definitely now. I feel like, very anxious. I mean there's nothing I can do but keep doing what I'm doing."

Because she quit her last job Miley has been living off savings and her credit card, rather than unemployment benefits. She's cut back on café visits, and is generally more budget conscious, cooking instead of eating out, and buying wine at Trader Joe's rather than bar hopping. Her Gmail status is "laying low." But the new austerity is still a work in progress. "Do you know if the Whole Foods café has wifi?" Miley asked. "Not that I should go there. I'm not going to Whole Foods. That's like the worst possible place to go when you're on a budget," she said with a laugh.

According to *View* columnist Stacey Bartlett, the neighborhood parent rumor mill is replete with stories of mothers whose work hours have been cut, or whose husbands have been laid off. The ripple effect has dislodged nannies from their jobs, prompting a steady stream of "situations wanted" notices.

At neighborhood hub Farley's Café, the caffeine set has been cutting back on their beverage purchases. According to owner Roger Hilliard, who has lived on the Hill for two decades, "My customer count is down a little bit but the shop looks and feels as busy as it always has been. What that means is that I have more people spending more time and spending less money." On a late afternoon weekday Farley's did indeed look full. Seventeen people were spread across the different tables and booths, each absorbed in their own conversation or laptop. Farley's tattooed assistant manager Joe Towery has seen more people with laptops coming in, though he's not sure if that's because they're looking for work or if they've discovered that Farley's now has wifi.

Nick Kamps sat in the cafe with his headphones on playing with Biopython, a program for manipulating molecular biology data. With blue eyes, mustache and beard, Kamps looks like a young Liev Schreiber. The 26 year old, who lives on 22nd and Rhode Island streets, quit his laboratory technician job at the University of California, San Francisco in January. But he has a fellowship to start a doctoral program at the University of Oregon waiting for him in June, so he isn't worried about the future. Instead, he's spending his free time studying a few hours a day, visiting the gym, and playing tennis or Frisbee golf in Golden Gate Park. When his friends get off work his day really starts. "Exactly," Kamps responded, when questioned whether he was just going to cruise until starting graduate school.

Potrero Hill's average household income is roughly \$130,000. But local lore has it that the uber rich and quite poor can find one another within a five-block radius. The Potrero Hill Neighborhood House, affectionately known as the Nabe, caters mostly to the latter population, offering work assistance programs that focus on developing job leads, resume writing and interviewing skills. According to Edward Hatter, the Nabe's executive director, since last year demand for employment services has jumped by one-fifth. Most of the increase has come from professionals; recently, a former human resources director came in for help.

People without much experience have a particularly hard time finding work, as entry-level jobs, like security guard, have disappeared, Hatter said. A listing of job openings sent by EDD included staff accountant and entry-level engineering. The only work available to those with limited educational backgrounds or work history was as a \$15 an hour part-time outreach worker job, or a pay by the day senior custodian. And applicants would need to compete against a large pool of other jobseekers. "How do we get somebody ready when thousands of people are going for the same position," Hatter asked. In the past three months, the Nabe hasn't been able to place a single person in a job. The Nabe itself is suffering under the great recession. Hatter recently had to let go his deputy director, and will lay off three outreach staff members next month.

Mauri Schwartz runs a resume and job search preparation business from her Potrero Hill home. Most of her clients are mid- to senior-level professionals; last year upwards of 95 percent of them held jobs. This year 40 percent are unemployed. Similar to the Nabe, demand for Schwartz's services is up by almost one-fifth. And she's seeing more dispirited people who've never been unemployed before. "Their self-confidence is down a notch. And with everything they read in the news and about how the unemployment rate keeps going up and up they think 'I know there's no chance, I think it's impossible,'" said Schwartz, who was dressed in a long red coat with a mustard yellow scarf wrapped around her neck.

Today's recession has been unrelentingly broad, with layoffs in manufacturing, financial and professional services. More than one million Americans with at least a bachelor's degree are unemployed. Swartz began her business in 2001, when the technology boom busted and dot-comers were her primary clients. This time around she's seeing attorneys, marketing and sales people, and, for the first time, a wave of professionals from the financial field.

In the midst of the torrent of bad economic news, Schwartz sees some rays of sunshine. More employment-related support services have sprung up as the deteriorating situation becomes apparent. And the unemployed need not feel that they are alone. "It's not that I'm so horrible. It's happening to everybody. That makes it easier."

## GETTING INVOLVED



Dogpatch Neighborhood Association usually meets the second Tuesday of each even-numbered month. The next meeting is **June 9th**, at Sundance Coffee on Third Street at 20th Street from 7 to 9 p.m.

Potrero Boosters meets the last Tuesday of each month at 7 p.m. (social time begins at 6:30 p.m.) in the wheelchair-accessible Game Room of the Potrero Hill Neighborhood House, 953 DeHaro Street. For more information, visit [www.potreroboosters.org](http://www.potreroboosters.org) or contact President Tony Kelly at 341.8040 or [president@potreroboosters.org](mailto:president@potreroboosters.org). Next meeting: **May 26th**, 7 p.m.

Potrero Hill Association of Merchants & Businesses (PHAMB) meets the second Tuesday of each month at 10 a.m. at Goat Hill Pizza, corner of Connecticut and 18th streets. Visit [www.potrerohill.biz](http://www.potrerohill.biz) or call 341.8949. Next meeting: **May 12th**, 10 a.m.

Bayview Police Station Captain's Community Meeting is held on the first Tuesday of each month in the Bayview Police Station Community Room at 201 William Street. Access can be gained by entering through the Newhall Street door. Next meeting: **May 5th**, 6 p.m.

Potrero Hill Democratic Club meets the First Tuesday of each month at 7 p.m. at the Potrero Hill Neighborhood House, 953 DeHaro St. For more information, call 648.6740, [www.PHDemClub.org](http://www.PHDemClub.org). Next Meeting: **May 5th**, 7 p.m.

Potrero Hill Garden Club usually meets the last Sunday of the month at 11 a.m. for a potluck lunch in a local home or garden. Discussions are held on subjects related to organic, edible, or ornamental gardening appropriate for Potrero Hill's microclimate. Call 648.1926 for details.

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# Police Blotter

**April 21, 2:49 a.m.**, Aggravated Assault with a Weapon, 2900 block of San Bruno: Officers Cabuntala and Thompson responded to a call regarding an assault with a deadly weapon. The officers located a victim who was bleeding from the head and had a large bump on her eyebrow. The officers rendered aid and called for a medic. The victim swore at the officers, and told them to leave her alone. The victim also refused to let the medics treat her. The victim's husband arrived, and told officers that he was the one that called for his wife, who had been hit by an unknown suspect after his wife attempted to panhandle from her. The victim was transported by medics to San Francisco General Hospital, where she was treated and released.

**April 20, 7:44 p.m.**, Warrant Arrest, 17th and Connecticut streets: School Resource Officer Curry was in the area of 17th and Connecticut when she saw a student, off school grounds, acting suspiciously. Officer Curry detained the student and ran his information through the system. The officer Curry confirmed two outstanding warrants for the student's arrest. The student was placed into custody for the warrants and transported to Youth Guidance Center.

**April 16, 3:46 p.m.**, Firearm, Possession by a Prohibited Person, Dakota Street: Bayview's housing team members responded to a call regarding a boarded-up housing unit that had been broken into by squatters. The officers entered the unit, and found several subjects inside. Officer Haynes, who was in the unit's living room, located a loaded gun underneath the cushion of a couch two of the subjects had been seated on. The officer attempted to place one of the subjects in custody, but was resisted. Other officers arrived and attempted to subdue the suspect, but the suspect tore his clothing off, jumped out a window and escaped. The officers placed two other suspects into custody and transported them to Bayview Station. One was cited and released; the other, who was on parole, was charged and sent back to prison. No one was injured during the incident.

**April 14, 3:10 p.m.**, Forgery of Checks, 2400 block of San Bruno: Officer Williams responded to a call regarding a forgery that had occurred at a bank. The officer spoke to the bank manager, who told him that a customer had come in with a check

and cashed it, receiving a large amount of money. The manager stated that the customer literally ran out of the bank after he got his money, prompting the bank manager to take another look at the check, which turned out to be fraudulent. The suspect wasn't located. The bank's fraud department, along with San Francisco Police Department's fraud unit, took over the investigation.

**April 14, 11:58 a.m.**, Possession of Loaded Firearm, Wisconsin and 25th streets: Bayview's housing team members were patrolling when they saw a vehicle driving on the wrong side of the road. The officers pulled the vehicle over, and asked the driver for her license. The driver said that she left her license at home. The officers discovered that the driver had a suspended license, and told her that the car would be towed. The other passengers got out of the car, were searched for weapons and allowed to leave. The officers searched the vehicle, preparing it to be towed, and found a loaded gun in the back seat. The officers searched for the passenger that was in the car's back seat, located him in a nearby unit, and took him into custody. The officers transported the suspect and the gun to the Bayview Station for further investigation by the Gang Task Force.

**April 11, 11:45 p.m.**, Aggravated Assault with a Weapon, 200 block of Missouri Street: Officers Doherty and Alvarenga responded to Missouri Street regarding a report of a fight. The officers met with a victim, who told them that he was walking his two dogs when a man began yelling at him from the second story of a house. The man yelling came out to the street and attempted to block the path of the victim and his dogs. As the victim turned away from the suspect, the suspect picked up a brick and struck the victim several times, causing a cut to the victim's eye and lip. The victim and the suspect ended-up wrestling on the ground. Officers arrived on the scene and placed the suspect under arrest. A medic responded, treated the victim for his injuries, and released him at the scene. The suspect was transported to Bayview Station.

**April 9, 4 p.m.**, Robbery with Force, 16th and Potrero: Officer Rodriguez responded to the 300 block of Sweeny regarding a street robbery. The officer spoke to a victim who had a swollen right eye and bruising, but

who refused medical assistance. The victim told Officer Rodriguez that he was getting off the bus at 16th and Potrero when he was robbed by three unknown suspects. One of the suspects punched the victim in the face, which caused the victim to fall to the ground. All of the suspects then kicked the victim, and one of them took the victim's iPhone. The suspects fled the area on foot. Officers searched for the suspects, to no avail.

**April 6, 5:08 p.m.**, Aggravated Assault with a Gun, 1900 block of 25th Street: Housing Unit members were in the area of Potrero Hill when they heard gunshots. The officers saw numerous people running and hiding. The officers attempted to gain information from witnesses, without success. After a few minutes, Sheriff's deputies advised that a shooting victim had walked into San Francisco General Hospital. The officers also found other items of evidence in the area. The ongoing investigation is being handled by the Gang Task Force.

**April 6, Robbery with a Gun, 17th and Wisconsin streets:** Officers Lee and Rodriguez responded to a call regarding a robbery with a gun. The officers spoke with the victim, who told them that she was walking on Wisconsin at 17th streets when an unknown black male and another individual came up behind her, pointed a black rifle at her chest, stole several items from her, and fled on foot. The victim was not injured during the incident. A witness told the officers that she'd seen the incident and could identify the suspects. A security guard that was nearby followed the suspects and witnessed them throw a big bag over the fence. Another victim came forward and said that she too was robbed by an unknown suspect who pointed a black rifle at her chest. Captain Lazar and other officers arrived to assist in the search for the suspects, and the captain located two individuals that matched the suspects' description, whom the victim positively identified. The suspects were taken into custody and booked for robbery.

**April 8, Robbery with a Gun, Rhode Island and 23rd streets:** Inspector Garrity of the Robbery Detail was on foot in Potrero Hill investigating a robbery series when he saw two individuals who matched the description of suspects involved in the series. Garrity called for other police units to detain the two suspects. Two sheriff's deputies stopped and detained the two suspects and found a loaded gun on one of the individuals. Several victims positively identified the individuals as the suspects who robbed them at gunpoint. Both suspects were booked at Youth Guidance Center for robbery.

**April 8, Robbery with a Gun, Wisconsin and Connecticut streets:** Officers Fong and Alvarenga responded to a call regarding a robbery. The victim told the officers that he was walking on Connecticut Street when two unknown suspects walked up behind him and told him to give them all his money, while pointing a black handgun at him. The suspects fled in a vehicle. The victim was not hurt during the incident. No arrest was made.

**April 7, Robbery with a Gun, 25th Street:** Officers Hunt and Arndt responded to a call from an individual who was robbed by an unknown male holding a black, sawed off, double barrel shotgun. Officers searched the area, to no avail. The victim was not injured during the robbery.

**April 6, Robbery with Gun, Commercial Establishment, 18th Street:** Officers August and Field Training Officer Brown responded to calls from several patrons in a bar that were robbed at gunpoint by two unknown male suspects who rushed into the establishment, guns drawn, demanding money. No one was injured during the robbery. Officers searched the area, to no avail.

**April 6, Robbery with a Gun, Rhode Island and 24<sup>th</sup> streets:** Officers Lee and Fong responded to a call from an individual who was robbed at gunpoint while he was standing in front of his house by an unknown male suspect. The victim was not injured during the robbery. Officers searched the area, but were unable to identify a suspect.

**April 4, Firearm, Discharged at an Unoccupied Building, Wisconsin Street:** Officers Chan and Guzman responded to a call regarding shots being fired. Officers saw a vehicle with bullet holes in it. Officers searched the vehicle for victims, to no avail. A search of the area for suspects and evidence yielded nothing.

**April 2, Car Burglary, Wisconsin and 26th streets:** Officers Chan and Lee responded to a call about a car being broken into, with a suspect still inside the vehicle. The officers arrived and found the automobile, but no suspect. A witness gave the officers a description of the suspect and the direction in which he ran. Officers located and detained the suspect without incident. The victim positively identified the suspect as the one he saw breaking into his car. Officers found tools used to break into the vehicle and narcotics paraphernalia on the suspect. The suspect was placed under arrest and transported to Bayview Station.

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## Businesses

*Continued from Page 15*

cost, they will reduce utility bills and power plant emissions.

Klaiman considers the ability to think long term as one of the many trade-offs that benefit small businesses. "The downside is that we don't have access to other people's money," he said. "The upside is we can define our own rate of return. I don't have a bunch of shareholders to answer to next week, and that gives us a lot of flexibility."

So he didn't balk when he learned that installing solar panels on his roof would take six years to pay off. With an expected lifetime of 25 years, the solar panels would still provide 19 years of free electricity and indeed now yield savings of \$11,000 a year.

Other amenities have a somewhat less apparent profit motive but reinforce the environmental theme nonetheless. Pet Camp's latest addition, dubbed Cat Safari, is a landscaped garden jungle inside a greenhouse where cats can play. The glass enclosure traps heat from the sun, which passively heats the rest of the building and workspace to defray heating costs.

More creative still is Pet Camp's participation in East Bay Municipal Utility District's organic waste-to-fuel program. Doggie doo from the kennel is mixed with other organic waste to generate methane gas as the waste decomposes. The methane can then be captured and used to generate electricity that powers the water treatment facility.

Because of its ability to make

decisions flexibly, small businesses may be the perfect incubator for innovative solutions like this, says Klaiman. "Small businesses are a good model for thinking creatively," he said. "We understand that you have to keep evolving and changing. The trick is being open and listening and paying attention."

Maintaining strong connections to the local business community is often the best way to find tried and true solutions. Most small businesses can't afford to hire their own energy efficiency experts, so they must rely on each other to learn about new technologies.

"Being able to reach out to others is key so that you can bounce an idea off them," said Klaiman. "What makes sense for my business may not make sense for other businesses."

There's also power in becoming part of a community and being able to take collective action. One business has only limited resources, but a whole community of small businesses can have substantial impact when major change is needed.

"If a bunch of small businesses change their behavior, the aggregate is much better than one large business changing behavior," he said. That notion of pooling the combined efforts of a community is one that's directly applicable to facing the challenges of global warming.

### Power to the People

San Francisco Community Power (SF Power) has been in the business of community engagement for nearly a decade, since it first collaborated with other environmental

groups and low-income families to shut down a dirty power plant located in their backyard. Today, the non-profit provides a range of services to help low-income households and small businesses conserve water, lower their energy bills and reduce their carbon footprint.

Over the past couple of years, Veritable Vegetable, Pet Camp and hundreds of other small Bay Area businesses, have participated in a demand-response program created and managed by SF Power. Under the program, when the state calls an energy alert day—typically during the hottest summer days when temperatures soar and millions of buildings use more air-conditioning—participants are asked to reduce electricity use for several hours by switching off appliances, turning up the thermostat, dimming lights, keeping refrigeration units closed and deferring production. Those that comply receive cash for helping the state avoid outages.

Shortly after launching the program, SF Power noticed that the participating businesses not only successfully reduced their energy use during peak hours, but also lowered their demand in the "shoulder" periods both before and after the official energy alert hours. This demand shift saved the companies money and presented an opportunity to create more environmental benefits.

"We found that small businesses are open, even eager, to adopting more sustainable practices," said SF Power's executive director Steven Moss, who also serves as the View's publisher. "It's just that nobody has taken the time to offer them specific things they can do in a language they can understand."

SF Power began to investigate other areas in which businesses might be able to save money and reduce energy and water use, thereby producing environmental benefits. For each kilowatt saved, less diesel or natural gas is needed to produce energy. But there are also substantial climate benefits from reducing water use, switching transportation modes and utilizing more eco-friendly products.

Last year, SF Power joined with Environmental Defense Fund (EDF) to pilot a comprehensive project to identify and address all of the various activities that contribute to greenhouse gas emissions in a community. While the actions taken by a single household or business may have limited effect on global warming, an entire network of families and firms presents enormous opportunities for aggregated, community-wide reductions that have real significance. As a result, Climate for Community was born.

The Climate for Community concept is simple. Provide a community of households and small businesses access to information about energy-saving technologies, efficient transportation options, greener consumer purchases, and

help them find ways to adopt the activities that best fit their needs. Businesses such as Veritable Vegetable, Alonzo Printing, and Pet Camp had already demonstrated the tremendous potential for achieving substantial reductions while improving their bottom lines. If others did the same, small actions would add up to big impacts.

"Markets respond to consumers. Politicians respond to voters," said Moss. "Climate change will be solved by all of us working together. Aggregating small emissions sources into tradable packages can create access to economic and environmental assets that will otherwise remain outside the policy equation," said Moss.

SF Power has taken the Climate for Community concept to low-income families as well. To date, SF Power has visited more than 100 low-income households in San Francisco. Participants are provided with a climate change audit and given a reusable canvas shopping bag filled with environmentally friendly goodies, including a compact fluorescent light bulb, power strip, low-flow sink faucet, reusable stainless steel water bottle, eco-friendly hand sanitizer and household cleaner, light switch motion sensor and Kill-a-Watt meter to measure how much electricity a given appliance uses.

When the kit is delivered, a trained auditor makes a note of how old major appliances are, asks questions about driving habits and provides a fact sheet offering tips and identifying available government and utility rebates for greener living.

This grassroots effort is bringing climate change know-how to communities that are typically hard-to-reach. By knocking on doors, the SF Power audit team is educating community members and beginning a conversation about how to take local action on climate change.

The role of households and businesses in poorer neighborhoods has often been neglected, yet they are critical players in finding sustainable solutions to global warming. Ultimately, communities of all types must be engaged in dynamic, economic and environmentally sustainable approaches that improve their lives and the planet's health.

"Low income families and small businesses are last in line for the latest light bulb, refrigerator, or car, but they'll be first in line to feel the consequences of climate change and associated policies: higher energy prices, heat waves, rising shorelines," said Moss. "The only way we're going to solve this problem is by approaching it one neighborhood at a time and giving residents and businesses the knowledge and tools to make a positive difference."

John Motsinger is a program assistant for EDF; James Fine, Ph.D., is a senior economist with EDF. A version of this article appeared in Living Well magazine

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